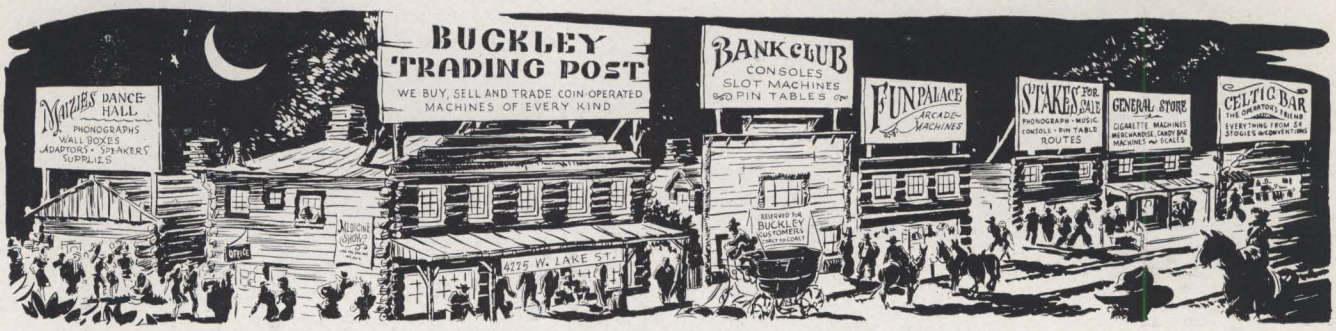
THE COIN MACHINE REVIEW

March, 1944



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Jennings
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The 128th Consecutive Monthly Issue of the

Coin Machine Review

MARCH, 1944

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140 CARLOADS OF MISERY

Tobacco Suffers Curb

RICHMOND, Va.—Leaders in the tobacco industry have started a movement to force the government to relinquish its crop control on the raising of tobacco. A government announcement recently stated that the supply of cigars and cigarettes this year will be limited only by the manufacturers' ability to produce.

Already some of the leading brands are being rationed to jobbers, dealers and operators and the contention is that this condition will continue, and probably grow worse, unless the government permits more acreage to go to tobacco planting.

The United States Department of Agriculture has permitted a 20 per cent acreage increase for 1944 but this is held to be insufficient.

The total 1943 cigarette production was estimated at 285½ billion, an increase of 14.2 per cent over 1942. These figures, for the first time, include the tax free cigarettes sent to the armed services. The recently auctioned flue-cured crop fell way short of replacing the stocks used in this production, and the burley tobacco now being marketed will not begin to restore the disappearance in manufacturers' stock of the leaf, according to reliable sources.

AFM Influence

LOS ANGELES—Definite indication of the influence the American Federation of Musicians treaty has meant to the record industry is shown in the Musical Popularity Poll of this issue of THE REVIEW.

The "Poll" is compiled from listings received from 14 key cities and supplied telegraphically at presstime. It is an authoritative and authentic barometer of trends in various parts of the country, and in this issue under "Best Selling Records" it will be seen that Decca and Capitol, who have made their peace with AFM, have taken over. Decca leads with seven best sellers and Capitol comes along with two out of the ten best sellers. Columbia gains a listing because of the current popularity of *The Voice* and Frank Sinatra's recording of *I Couldn't Sleep a Wink Last Night* gets ninth billing.

Two Billion OPA Ration Tokens Promise Real Operator Headache

WASHINGTON, D. C.—Nation-wide distribution of stocks of the new O. P. A. red and blue tokens to ration banks throughout the country is now under way. The total output of over 2,000,000,000 tokens is being sent out of the factory in a southwestern Ohio city at a rate of from 40,000,000 to 50,000,000 a day. Shipments are all being made by express and will total 140 carloads or approximately 1100 tons.

Despite the avalanche of protests, OPA officials maintain that the shipments will continue and the use of the tokens will go into effect throughout the country on February 27th. Tokens will have a one-point value and are intended to facilitate the making of "change" in the use by the public of the red and blue ration coupons. OPA statisticians claim that the tokens will save retail trade at least $35,000,000 a year in terms of time now spent in counting and sorting stamps.

However, the OPA figure boys didn't stop to figure how much the same tokens will cost operators of various types of coin-operated equipment in terms of time required to answer service calls occasioned by the use of the tokens in vending and amusement devices.

Tokens are made of fiber and measure .642 in diameter and are smaller and thinner than dimes.

When the program of using tokens was first advanced last year, the National Automatic Merchandising Association, Chicago, contacted OPA officials and after months of meetings and consultations the Association was assured that the size would be .88 of an inch in diameter or slightly larger than a nickel and smaller than a quarter. This was deemed satisfactory by the Association for such a token would not be usable in automatic devices. When it was revealed on November 24th that the size had

(See MISERY, Page 32)

If Your Copy is Late

Because of the uncertainties of wartime transportation, many periodicals will frequently be late arriving at destination. If your COIN MACHINE REVIEW does not reach you on time, please do not write complaining of delay. The delay is caused by conditions arising after your copy or order has left Los Angeles.

Organization Forming

NEW YORK—A group of small operators are getting together to form a new organization of music operators in New York City, details of which will be furnished to the trade shortly. The new organization will be known as the Amalgamated Music Operators' Association.

Kaplan on Business Trip

LOS ANGELES—Harry Kaplan of the Southwestern Vending Machine Co. left Los Angeles on February 7th for a buying and selling trip that took him as far East as Chicago. Harry is expected back on the Coast around the 25th.

On The Cover--

Some folks will wear green ties or small shamrocks on St. Patrick's Day "in the mornin'" but not Joan Darwyn. She's ready for the great day with a headpiece that will really proclaim her celebration of the day.

THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TEN YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

COIN MACHINE REVIEW

4 FOR MARCH 1944

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From Our Boys In The Service

From Somewhere in the Aleutians

Dear Mr. Blackford:

Your kind note, inviting me to write once-monthly letters, has been received, in addition to the crisp slip of paper with the frilly edges. While items of interest up Aleutian way are rather scarce and of little variety, I will keep penning 'em unless duty, censorship, or editorship thwart my efforts.

In this commercialized era, where currency paces a man's life, it is a refreshing novelty not to be bothered with money worries. Before the Post Exchange was established, a soldier's spending capacity was exactly zero. A lifetime of habits, in which the green stuff predominantly figured, was temporarily stalled. When the Post Exchange tacked on their "Open for Business" sign, men lined up; so deeply ingrained was the buying habit that they planked down coins for items for which they had no conceivable use.

A soldier in an outpost loses contact with reality. The problems of everyday living, some of them complicated and complex, are missing. The outposter loses incentive to think for himself. The Army provides the food, clothing, shelter, work, entertainment. The soldier, in following the dictates of routine, almost becomes an automaton. When he is thrust back into normal civilian life, how long will this readjustment require?

Living happily with a woman, according to the marriage experts, is a fine art requiring tact, patience, tolerance, and enough attributes to fill a book.

But living with men is no cinch, either. To keep communications rolling, occupants of the tents and huts work around the clock in different shifts. The dayman walks in at four p. m. The hut is cool and sleep-inducing, and the graveyarder is rolling off the z-z-z-z's in rhythmic self-contentment. Feeling chilly, the dayman turns up the stove. The graveyarder commences to stir uneasily, the rhythm of his breathing sounding like spark plug difficulties on the family bus. As the temperature climbs, the graveyarder stirs more uneasily. Finally he opens his eyes and says, "F-n-n-n-p-p-f-f-f, it's hot in here," rolls over and tries to merge with Dame Morpheus.

The next time he opens his eyes, the heavy-lidded optics are sullen and hostile, and the words are there to match the mood.

"Turn the damn heat down. I'm sweating like a pig."

"It's just comfortable, Soldier. Go back to sleep."

Then the graveyarder lurches up, and the battle is on. When the verbal fiesta reaches the stage where blows are the next order of the day, someone discovers it is chow time; so both combatants call a truce. After a

(See OUR BOYS, Page 12)

Information FREE!

Write ***MILLS NOVELTY COMPANY*** *4100 Fullerton Avenue Chicago, Illinois, for latest Coin Machine Information*

Practical Exporting After the War

By Michael Harris

Export Manager, Max Factor Co., and Chairman, Foreign Commerce Committee, Los Angeles Chamber of Commerce

EDITOR'S NOTE: Under the auspices of the Postwar Planning Committee of the Harbor, Foreign Commerce and Shipping Committee of the Los Angeles Chamber of Commerce a series of 12 weekly meetings were held during October and November and the fundamentals of importing and exporting were described and explained. The addresses given at these meetings were made by successful importers, exporters and executives of firms or governmental agencies connected with the services of international trade. American coin controlled equipment has had a good sale in foreign markets and this type of equipment will be in great demand in the future. Through the courtesy of the Chamber we are presenting some of the most informative addresses given during this first Foreign Trade Clinic, for the enlightenment of manufacturing, jobbing and distributing organizations interested in exploring foreign fields at the conclusion of the War.

* * * *

THERE is not any mystery about exporting. It has a lot more different wordings, names and practices than domestic business has, but actually export business is just additional business to what we get at home. It does not fall into our laps just because we like to get it. It must be gone after in much the same way as domestic volume.

It will not come by itself, so that means we must solicit the business by mail order campaigns, by having personal representatives call on the trade to establish dealers or distributors, or other types of outlets. We must establish local distributors and headquarters and, if the volume warrants, expand to branch offices or branch factories.

But it is after you get the order that export work becomes distinctive from domestic work in the manner of handling the documentation, accounting and general record keeping. The differences come under three headings: Shipping, collections and following of special instructions.

A. SHIPPING

Under this heading we find several important items:

1. We must in most cases work with metric weights and measures and cubic feet of space for cargo, instead of our usual American system of pounds and cubic feet.

2. We must prepare, in addition to our usual domestic form of invoice, a commercial invoice and a consular invoice usually in the language of the consignee. This type of invoice becomes the basis for clearing the goods at the destination and the payment of duties.

3. Marine Insurance—a distinctly specialized type of coverage, more or less related to an all-risk policy covering personal effects at home. Ordinary marine insurance covers what is known as ordinary marine hazards, but in nearly each one of our businesses we have special considerations and special coverages which become necessary to protect our consignment, and for these it is necessary to have special endorsements or special clauses in the policy so as to cover unusual sources of loss.

The actual booking of a shipment via steamer to a foreign port is little different from making a shipment on a domestic carrier, except that you must arrange in advance for the particular ship on which the cargo is to go, instead of simply delivering it to the carrier to be forwarded as he sees fit.

B. COLLECTIONS

For the establishment of credits and collections, export business offers much the same sources of information and the safeguards for collection as home business. Both foreign and American banks maintain extensive credit departments, specializing in the financial standing of foreign importers.

The Los Angeles Chamber of Commerce and the United States Bureau of Foreign and Domestic Commerce, in conjunction with the State Department, U. S. Department of Commerce and American Commercial Attaches, maintain a very elaborate and complete set of credit files.

The Dun & Bradstreet Commercial Agency likewise has a specialized foreign division, and there are a considerable number of special foreign credit organizations who buy commercial paper and assist in financing international translations.

In most cases, an opening order is accompanied by a Letter of Credit, which is nothing more or less than an arrangement for paying c.o.d. right here in Los Angeles for the merchandise which you will ship, and you get your money the minute you deliver to the bank the bill of lading and other documents to indicate that the shipment has been made in accordance with the terms of the order.

Once your business has been established, then you follow the usual business practice of extending credit limitations to your purchasers, based on your past experience, on their financial standing, and the extent to which you want to cooperate in helping them carry the load.

C. SPECIAL INSTRUCTIONS

These are probably the most important things in connection with export business—in fact, they are all-important, and neglecting to follow them minutely and carefully will result in hard feelings, loss of business and considerable financial expense. In every case there is a good reason for these special instructions.

For instance, duties are levied by countries on net weight, which is the exact weight of the product in its immediate jar or bottle container without any wrapping at all. A second country will levy duties on the legal weight, which is the net weight plus its immediate packing, such as a certain or corrugated paper or other covering. A third country will levy duties on the gross weight, which is the entire weight of the shipment, including any outside cartons or wood boxes used for packing.

As the rates of duty are usually quite high, any excess weight which can be properly eliminated without resulting damage to the merchandise should be eliminated so that your goods will land at its destination at the lowest possible landed cost.

Many countries levy duty also on the cubic contents, or gallonage, or number of ounces in a package, so it is a great waste to ship a bottle that can hold a quart but

TURN PAGE

Lion Manufacturing Corp. is rapidly absorbing disabled and medically discharged service men into the Lion organization. The group shown holding the Lion Army-Navy E-Flag have all been in the United States armed services of World War II. Left to right (First Row): Fred Fredrickson, Carl Schommeir, James Pietschmann, Norbert Zdenek; (Second Row) Frank Ficht, John Soss, Joseph Leier, Robert Grosse, Sigman Bartosiak, Fred Cronin; (Third Row) Edward Malecek, Florian Gorski, Frank Gogowski, George Bradek, Everett Urban, Chester Vogt, David McNulty. After the war these men will again be busy building Bally games and venders.

IF YOU WANT TO
SELL
Any Type of Coin-Operated Equipment
— SEE —
PAUL A. LAYMON
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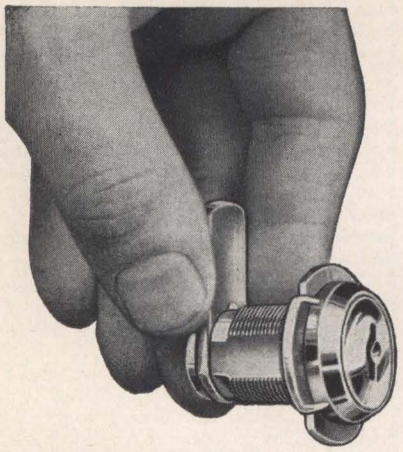
See Ad on Page 7



He learned to be a Fighter ...working for YOU!

He's gone to war—this ILCO COIN MACHINE LOCK—but he learned to be a tough little fighter in the years he stood guard over your coin machine profits. He'll be even tougher and better when the war is over. Remember that!

OK before the war—*even better after the war!*

INDEPENDENT LOCK COMPANY
FITCHBURG, MASSACHUSETTS

Branches in all Principal Cities 8

which contains actually only a pint of merchandise.

The importer will tell you all of these things because he has had experience in handling them before. In some countries a charge is made for each package that is handled at the docks or by the transportation company. Therefore, you should have as few packages as possible within the limits of good shipping weights.

Some countries require that packages shall not exceed a certain maximum weight. In many of these countries the transportation systems are still quite primitive. Aside from four or five of the major cities in South America, the manner of handling a shipment from the States is as follows:

The freighter anchors several miles offshore. The goods are taken over the side in a sling and are dumped into an oversized row boat, which proceeds to a small dock on the shore where it unloads. The packages are now transferred to either a small railway or a truck line, or even muleback for inland transport.

And even in large cities it is still quite common to see a barefoot porter delivering a huge packing case which is strapped to his back by a small rope. Therefore, it is usual to limit the size of the package to what one man can reasonably handle, and because there are not the facilities for taking care of great big boxes.

Bally breaks ground for new addition to factory which will add 25,000 square feet of productive floor space. New addition extends across the entire width of the present building.

In order that the shipper should realize how important these instructions are, let me tell you that most of the countries impose a very heavy fine on any infractions of weights, contents or documents. In some countries the custom official receives his compensation from the fines which he imposes, and these fines range from a small percentage to 100 per cent or more of the value of the entire shipment when something is wrong with any part of that shipment. In many cases there is no appeal from the decision of the inspector, except under very unusual circumstances.

All of this may sound very difficult, but actually it is not hard at all. If you mind your P's and Q's and follow your instructions, it is no harder to make an export shipment than a domestic one, and in many cases it is even easier.

It is surprising how well known most of our standard American brands are in foreign countries. To name only a few, Arrow Shirts, Hickok Belts, Phoenix Hose, Catalina Swim Suits. Our usual radios, electric supplies, etc., are probably better known by name in foreign markets than they are even here at home.

These foreigners are real people. They talk a different language than we do, but they have the same interests. They are in business to make a profit. They want to increase their business. They want to increase their distribution. And, they are just as anxious to take on lines of goods which have proved successful in their home market as the manufacturer is to increase his distribution.

To me, export business simmers down to the answer to two simple questions:

1. Are you interested in doubling your volume of business?

2. How hard would you work to do that?

If you will put in half that necessary effort on export work, the gratifying results will astound you.

(SECOND ARTICLE IN THIS SERIES WILL APPEAR IN THE NEXT ISSUE)

* * *

"Yo sho does look worried."

"Boy, Ise booked up solid on worrying. Ise got so many worries on mah mind that if sumpin happens to me today, Ah won't get time to worry about it foh two weeks."

There is no substitute for Quality

Quality Products Will Last for the Duration

D. GOTTLIEB & CO.
CHICAGO

OPERATORS! **Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?**

Ask the Operators Who Do So!

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541 S. Spring St., Michigan 0961 *Specialists—Coin Machine Industry* *Los Angeles 13, Calif.*

A Look At The Industry Picture Today

by Carl Trippe

of Ideal Novelty Co., St. Louis

At this particular time it is good to pause and examine the status of the Coin Machine Industry as it is today—what lies ahead and what the future holds for all of us.

The employment situation looks very favorable to us in more ways than one. First of all, as we see it, all distributors and jobbers are coasting because of the gas rationing, tire shortages, loss of mechanics; and many businesses have closed down.

After the war is over, which we hope will be soon, all of us will need a lot of help, such as mechanics, route men, salesmen, chauffeurs, stenographers, shipping clerks, porters and the like. You can visualize the huge numbers that will be taken into our industry in these brackets.

We are also aware of the fact that there are a great many business locations vacant in all parts of the country. This includes restaurants, bars, cocktail lounges and all types of locations suitable for coin-controlled equipment. When the war is over the demand will be very great for every business location, which means the need for a lot of help. When these business locations are again occupied it will mean thousands and thousands of new locations for the operators.

The manufacturers will build finer and better equipment. With the experience the manufacturers are deriving from building implements of war for Uncle Sam they will get ideas for the future that will be almost unbelievable. We think the phonographs and other coin-operated equipment will do everything but talk. I honestly believe that the Coin Machine business will be bigger and better than it ever was. The same goes for every other business.

Carl Trippe

The operators must, and will, buy this new equipment as fast as it is manufactured. Since there have been no new games built since the war, the operators have a lot of old games which are worn out. Even in normal times operators were continually in need of new equipment. I hope the day is not far off when all the manufacturers will be working night and day in order to supply the demand.

Wins Production Award

MORRIS, Ill. — Announcements were mailed out February 1st to the effect that the Northwestern Corp. has been awarded the Army-Navy "E" Production Award for excellence in war production.

Northwestern Corp. is peacetime manufacturer of vending equipment.

If You Want to Buy

One Ball Free Play

SPORTSMAN

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

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See Ad on Page 9

ARMY
E
NAVY
"Bally" engineers and workers are proving daily that their skill—developed in peace-time production of coin-operated games and venders—is a valuable asset to America in time of war. And "Bally's" performance in war production is a forecast of "Bally's" performance in the victorious future. Lion Manufacturing Corporation, Chicago, manufacturers of "Bally" games and venders.
HOME OF BALLY GAMES AND VENDERS
★ ★ FOR VICTORY···BUY U. S. WAR BONDS AND STAMPS ★ ★

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

New Wonders Ahead

NEW YORK—The coin machine industry will utilize some of the new wonders developed through war production when it is all over, according to revelations made here this month.

Unbreakable records will make their appearance, according to J. R. Price, chemical engineer of Carbide and Carbon Chemical Corp., for such records are declared to by "just one of the many possible uses of vinyl resin plastics after the war."

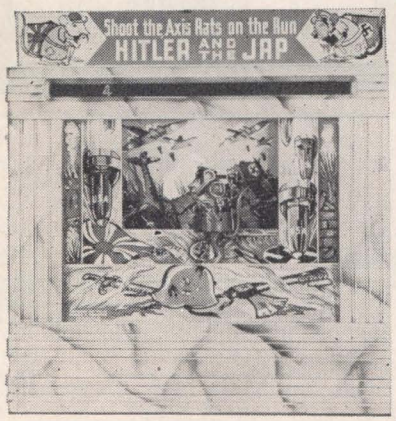
A new process has been developed by E. I. Dupont de Nemours Co. consisting of a new impregnating treatment which makes soft woods as hard as plastics. Wood, so treated, will not warp or swell and is so hard that it may substitute for steel in certain machinery parts.

Non-reflecting glass is another item that will appear in post-war equipment. According to *Popular Mechanics* "Ordinary glass transmits about 92 per cent of light; the remaining 8 per cent being lost through surface reflection. Much of this "lost" light is saved by the use of a new chemical whose composition and method of application are military secrets at present."

Bally Sponsors Program

CHICAGO—The Bally Mfg. Co. sponsored a Fourth War Loan program broadcast over WGES, Chicago, on Army Day, January 20th.

Program was part of the firm's contribution to the Fourth War Loan Drive.



CHICKEN SAM
OPERATORS
"The Victory Model"
Axis Rats on the Run
A Positive Sensation
A DeLuxe Conversion

Unit consists of a new wooden fiber figure and wooden legs and tail. Figure reverses showing a Jap-Rat on one side and Hitler-the-Rat on the other. Beautiful new scenery and streamer in sixteen colors is furnished with each unit. All units thoroughly checked and ready for easy installation.

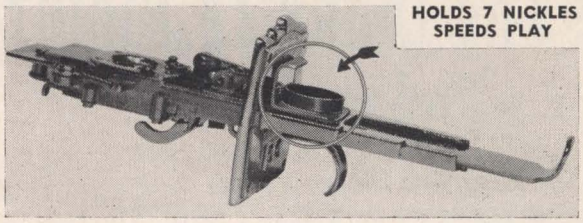
$15.00 For complete unit. F.O.B. San Antonio. Terms: 50% with order—payment in full saves C.O.D. fee.

SAMPLES SOLD WITH MONEY-BACK GUARANTEE

DELUXE JAP CONVERSIONS FOR BALLY SHOOT THE BULL, BALLY RAPID FIRE, $15.00 each with new scenery.

Bona fide distributors, write.
Manufactured exclusively by

Harold W. Thompson
(Seeburg Distributor)
415 Carolina St. SAN ANTONIO 3, TEX.



NEW GIMMICK GUARD
plus
Special Built-in Feature

PROTECT COIN CHUTES AGAINST THE "SHIM ARTIST"
SEND CHUTES TODAY . . . WE RETURN PROMPTLY!

"GIMMICK GUARDING" . . .
1 to 5 chutes.....$6.85 each
6 or more..... 5.85 each
1/3 Deposit With Order
We pay postage one way.

Additional charge for re-conditioning Used Chutes—$1.00 plus parts.

NICKLE NUDGER CO.
527 S. E. Stark Portland 14, Ore.

Paper Conservation Vital

WASHINGTON — Unless American industry reduces its tonnage consumption of printing paper sharply during the first three months of 1944, there is grave danger that certain types of printing will have to be restricted or eliminated altogether. This information comes from the Joint Committee on Government Relations of the Commercial Printing Industry of the U. S., which, with the support of the WPB, is conducting a vigorous printing paper conservation program.

Already Canada has sharply restricted the "end-use" of printing paper and certain types of advertising have been eliminated entirely; most printing is subject to licensing restrictions and before printing jobs can be ordered an application must be made to a rationing board.

For the first quarter of 1944 the printing industry of the U. S. has been allocated 75 per cent of the paper tonnage used during the comparable period in 1941.

Causes of the paper shortage are primarily lack of manpower to cut pulp wood and a breakdown in paper salvage efforts. During the war vast quantities of paper are used for packaging of materials sent overseas. This paper is not salvaged and the box manufacturers have been on short rations for some months; inventories are very low.

Two immediate steps are urged upon all buyers of printing: 1. Utmost conservation of printing paper; 2. Cooperation with the publishers' waste paper salvage campaign. It is suggested that every industry, office and plant set up committees on paper conservation and paper salvage and that a procedure be worked out for the control of all buying and salvage operations. Printers should be called upon as technical consultants in this work.

AOA Elects Officers

NEW YORK—At a business meeting held at the Abbey Hotel on January 26th the Arcade Owners' Association elected officers for the 1944 term. Al Blendow was named president; Louis Fox, first vice-president; Sam Holtzman, second vice-president; Al Peterson, third vice-president; Nat Faber, fourth vice-president; Charlie Rubenstein, fifth vice-president; Al Meyers, recording secretary; Milton Weissman, corresponding secretary; Bernard Katz, treasurer, and Herman Brothers, counselor.

Regional directors elected included McKim Smith, New Jersey; Joe Ash, Pennsylvania; Morris Hankin, Southeastern territory; Ken Wilson, Southwestern district, and Henry Freedman, Northwestern district.

New members accepted into membership included Harry Rosenthal, Pittsburgh; Louis Appel, Cleveland; Bernard Pagluighi, Detroit; H. E. Everschor, Columbus, Ohio; Jack C. Meyers, Ogden, Utah; A. J. Miller, Elmira, N. Y.; and S. B. Ramogosa, Philadelphia.

* * *

"We're giving the bride a shower."
"Count me in. I'll bring the soap."

THAT BOY AT THE FRONT . . .

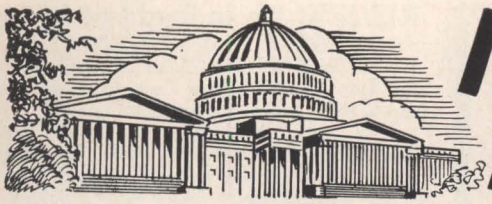
DON'T LET YOUR IDLE SCRAP LET HIM DOWN!

- **Whenever it's been a question of "Him" or "Me" we Home Fronters have been quick to chorus "Him"!**
- **Now, it's not *Meat*, not *Gasoline*, not *Rubber*, but—YOUR IDLE SCRAP!**
- **Your Scrap can keep the steel mills humming in full tune with the needs of the War Production program.**
- **IT'S UP TO YOU!**

Dig in! Take another look! Get out your obsolete scrap!

—Unused Tools and Equipment
—Out-of-Work Machines
—Jigs, Dies, Fixtures, etc.

BUSINESS PRESS INDUSTRIAL SCRAP COMMITTEE
ROOM 1033 NEW YORK 20, N. Y. 50 ROCKEFELLER PLAZA



National News Notes

CHICAGO—When the Gould Storage Battery Corp. printed an article entitled "Bill Brown Takes a Crack at the Pinball Racket" in their house organ, they didn't reckon with Jim Mangan of Mills Industries. Article was pointed to show that all pinball machines are crooked. Mangan wrote the firm an informative letter that must have pinned the editor's ears back. More fighting men of the Mangan type are needed to defend the Industry against such unwarranted attacks.

NEW YORK—The Arcade Owners' Association held its first annual dinner dance at the Park Central Hotel on January 26th and a nice turnout enjoyed the food and an evening of dancing. A general meeting was held during the afternoon at the Abbey Hotel.

FORT WORTH—The automatic phonograph comes into its own in the blood bank drive at the local Blood Center of the Red Cross. Donors are asked for their favorite selections and while blood is being given their attention is occupied by the program coming over the phonograph. Attendants say the average individual is jittery but the phonograph helps alleviate the condition as the individual relaxes, listens to the musical program, and anticipates the number he has requested.

ST. LOUIS—Aiding the Teen Age Club movement the members of the Missouri Amusement Machine Association have promised the donation of one automatic phonograph for each teen-age club organized by local schools. Association, at its regular meeting, also went on record as approving membership in a national association of coin machine operators when such an organization is formed.

CHICAGO—Harry Williams, prominent designer of coin machines and head of the Williams Manufacturing Co., is now actively engaged in producing war equipment. On the side he is designing machines and is responsible for Monarch Coin's Selector Scope Fortune Teller. Monarch will soon announce another Williams creation.

CHICAGO—Indications that J. H. Keeney & Co. is preparing for big things in the post war era was shown by an announcement in local newspapers recently relating that the firm will increase shares of stock from 3,500 to 21,500 in number.

BALTIMORE—The Lions' Club of this city collected more than 50,000 records for service men in a recent drive in behalf of the local Red Cross Chapter. Records represented a value of $35,000.

WASHINGTON—Manufacturers of sanitary napkin vending machines may produce three-fourths of their pre-war production during 1944 according to a WPB amendment on January 15th changing Limitation Order L-27 to permit manufacturers who apply on Form WPB-2719. During the past two years such manufacturers were permitted to produce only one-fourth of their pre-war average production. Other kinds of vending devices were not mentioned in the amendment.

BALTIMORE—Maryland Cigarette Service, Inc., is the name of a new cigarette operating organization which has opened offices at 2115 North Charles Street. Mark Scanlan is the manager. Firm has

TURN PAGE

If You Want to Buy

CONSOLES

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 11

RADIO TUBES

For Ray Guns, Phonographs, and Coin-Operated Machines

We have over 100 different tubes numbers available and coming in every day. Here are some of those critical tubes you've been trying to obtain. Join our list of preferred customers and write today of your radio tube needs. Substitutions are necessary, but we will supply you as best we can with tubes you need now. Radio tubes for Ray Guns, Phonographs, and all types of Coin-Operated Machines.

All Numbers are Subject to Prior Sale!

NET PRICES

0Z4 ..... $1.65	6J5 ..... $ .95	6V6GT $1.15	25L6GT $1.15
1Q5GT 1.65	6J5GT ..... .95	6Z4/84 ..... 1.10	26 ..... .75
2A3 ..... 2.00	76 ..... .95	7A8 ..... 1.35	27 ..... .70
3Q5GT 1.65	77 ..... .95	7B7 ..... 1.35	35/51 ..... 1.00
5Y3/GT ..... .75	78 ..... .90	7F7 ..... 1.65	37 ..... .90
6A7 ..... 1.00	6K7G 1.15	83 ..... 1.35	42 ..... .90
6A8 ..... 1.35	6N7/GT 1.65	84/6Z4 ..... 1.10	43 ..... 1.10
6C5 ..... 1.15	6Q7/GT ..... .90	12SK7GT 1.10	50L6GT 1.10
6D6 ..... 1.00	6SK7 ..... 1.05	12SQ7 ..... 1.00	56 ..... .85
6F6 ..... 1.15	6SQ7 ..... 1.05	12SQ7GT 1.10	57 ..... .95
6H6/GT 1.15	6SQ7GT 1.15	24A ..... .90	117Z6/GT 1.65

We Have Many Other Tube Numbers! Every order subject to prior sale.

WPB LIMITATION ORDER No. L265 makes "Supplier's Certificate" mandatory with each order.

ALL SHIPMENTS EXPRESS C.O.D. DO NOT SEND CHECK OR MONEY ORDER.
ONLY MAIL ORDER BUSINESS ACCEPTED!

Chicago Novelty Company, Inc.

1348 Newport Avenue **Chicago 13, Illinois**

OPERATORS EXCHANGE

announces its removal to new quarters

at

369 Ellis Street, San Francisco 2, Calif.

PHONE: TUxedo 4976

●

WE INVITE OPERATORS TO VISIT US IN OUR NEW ESTABLISHMENT

exclusive on the Bethlehem-Fairchild Shipyards and has acquired the operation of the Dublin and Standard Cigarette Services.

MINNEAPOLIS — "Big Joe" Huber, promoter of many a coin machine show at the Sherman, Chicago, is back in the business and has opened his own place at 1607 University Avenue. Firm will be known as the Automatic Games Supply Co.

NASHVILLE, Tenn. — Tobacco taxes collected by the state of Tennessee increased almost a half million dollars in 1943 over 1942. In 1942 the state realized $2,289,080 while the figure soared to $2,726,106 in 1943.

BALTIMORE — Harry Goldberg, manager of the local operation of Berlo Vending Co., reveals that his firm now has 110 ABC candy venders in operation in theaters in this area. Machines have shown an increase in volume of business since more chocolate bars have become available.

WICHITA, Kans. — Jerry Rice is now in the army and reported to Fort Leavenworth on February 10th. He was formerly associated with his father, A. N. Rice, in the operation of three Arcades here. Following the war Jerry intends to go into the jobbing and distributing business.

MEMPHIS, Tenn. — The Southern Amusement Co., presided over by Clarence A. Camp, has acquired their own building at 401-407 Madison Avenue in Memphis. Structure is a two-story affair and Southern will occupy part of the first floor and rent the balance and second floor.

COIN MACHINE FILMS

for PANORAMS and PANORAM "PEEK SHOWS"

FULL LENGTH "A" PICTURES ONLY

New Releases Weekly

Send for List

LES LORDEN

FILM EXCHANGE

244 S. Western Ave.

Los Angeles 4, Calif.

ROCHESTER, N. Y. — Victory won't find Howard Peo, of Valley Specialty Co., napping. He intends to pick up right where he left off and will be ready with a bank ball game in two sizes; one for out-of-doors and one suitable for Arcade operation.

NEW YORK — Classic Records has purchased General Sound Studios in New York where future Hit records will be recorded. Studio is large enough to accommodate a 40-piece orchestra. Jan Garber and his orchestra made four more sides for Hit the first week in February on a single date contract.

Human Pin Ball

HOLLYWOOD—A human pin ball will shortly make its appearance in the movies for out of the fertile brain of Eleanor Powell has come a novelty tap routine for her new picture *Sensations of 1944.*

This time Eleanor is the whirling ball in a pin ball machine. The set is studded with bumpers and, as Eleanor spins around and around, her flying heels kick certain bumpers, causing them to light up. Simultaneously, a number will be illuminated on a big scoreboard. On top of the scoreboard is Woody Herman's orchestra playing like mad.

It took six weeks to perfect this routine with its complicated lighting cues. At the end of each series of fast spins Eleanor is breathless. "Boy," she says, "No more of this for me after the war is over. I'm going to sit back and be Mrs. Glenn Ford. Let somebody else count steps, steps, steps. I'll be too busy counting babies."

* * *

"So you complain of finding sand in your soup?"

"Yes, sir."

"Did you join the Army to serve your country, or to complain about the soup?"

"To serve my country, sir—not to eat it."

REVIEW-Ite in England

LOS ANGELES—Henriette Horak, who used to cover the San Francisco news beat for THE REVIEW is now Captain Horak of the WACS and is stationed in London.

In a United Press story from London on December 30th, Henriette—with a news-nose if there ever was one—stated that WAC privates would rather stay in Britain as cooks and clerks than become officers if it means a return to America. Statement came after an announcement was posted that applications would be considered for return to the States to study at Officers Candidate School. Out of more than two battalions, only five girls filed applications.

"We can't assure them that they will return to Britain so they just don't want to go," explained Captain Horak.

Copper Pennies Back

WASHINGTON — New copper pennies made from shell cases that have hurled their deadly missiles at the enemy are returning to duty on the home front and the Treasury Department is issuing millions of them.

The new pennies, made from an amalgamation of pure copper and brass shell cases, contain 5 per cent zinc. They will replace the tin-coated steel coins minted when the country faced an acute copper shortage.

The tin-coated pennies will not be called in from circulation but will be retired as they wear out.

Noto in Carolina

SAN FRANCISCO—Carl Noto, of Operators' Exchange, is still in the U. S. A. and is stationed with the army at Camp Mackaill, North Carolina.

During January the Operators' Exchange moved to new quarters in San Francisco at 369 Ellis Street where brother Joe is maintaining the business during Carl's absence.

ILLINOIS LOCKS FOR GREATER PROTECTION

Protect today's profits. Replace locks on second hand equipment with Duo's. Be Safe!

THE ILLINOIS LOCK COMPANY

Dept. C-2, 737 W. Jackson Blvd., Chicago

Attention Manufacturers

Well known Distributor of merchandise and merchandise vending machine equipment, supplies and accessories, desires lines for exclusive distribution in 11 Western States.

Set up in every way to handle trade requirements for the duration. Financially in a position to handle on extremely reliable basis.

Interested in high grade lines only. All correspondence in strictest confidence. Reply to:

R. A. PARINA & COMPANY

156 9th St. **San Francisco 3, Calif.**

Watch Your Answers Now!

by Leo J. Kelly

of Illinois Novelty Co., Chicago

Leo J. Kelly

How many times have you heard an operator answer a location's complaint with the cryptic phrase "Don't you know there's a war on?"

Yes, I know there has been much said in the trade press concerning this despicable answer but the fact remains that it is just as prevalent today as when first originated months back and the sermon on not using it cannot be preached too frequently by our publications.

Maybe you have already warned your routemen against using such a type of answer to complaints, but have you checked to see that your orders have been followed out? It might pay you to do that little trick without further delay if you have a genuine interest in holding your locations when the war is over.

Now, more than at any time in the history of our business, your help should be more friendly, helpful and courteous. It's easy to make a lot of enemies now who will very gleefully "get even" when conditions again become normal and new operators coming into the business are going to find a lot of good locations happy to see them.

Time spent now in selling the location on how hard it is to serve him and maintain the type of service and consideration you'd like, and what the operator is up against in a war economy, will pay big dividends later. The operator cannot tell the location this story too often.

Some operators have very successfully used the mails to acquaint their locations with their desire to be of maximum service and the handicaps they are facing. The letters have not been alibis for poor service but rather frank talks on just what both the location and operator have to contend with at present and asking for a fair consideration before making undue demands on the operator.

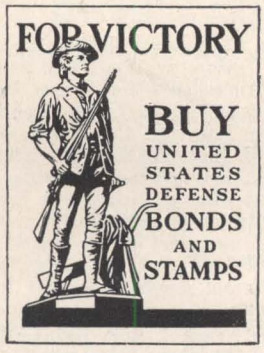
Think it over, Mr. Operator!

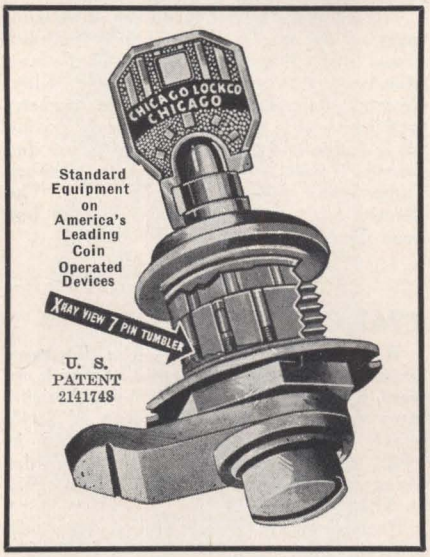
Munves Settled

NEW YORK—Mike Munves, the "Arcade King" and one of the real old timers in jobbing and distributing circles, has completed his month long moving job to his new home and invites operators to come in and visit them at 510-514 West 34th Street.

In the new quarters Munves has 21,000 square feet of space on his two floors and basement. Decorators are completing their work and when finished there is no doubt but what the establishment will be one of the show spots in the industry in the East. Munves is having a completely equipped Arcade assembled in one part of the building so that operators can visit this model Arcade and see just how a successful Arcade should be arranged, the variety of machines necessary for best results, and thus study the Arcade business from the proper perspective.

Both Insure VICTORY




CHICAGO LOCKCO
CHICAGO
Standard Equipment on America's Leading Coin Operated Devices
XRAY VIEW 7 PIN TUMBLER
U. S. PATENT 2141748

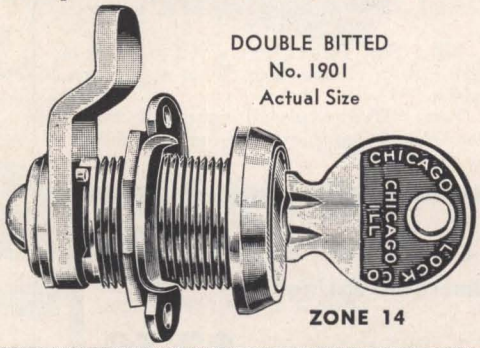
Invest in Both NOW!

For real victory against "Japism" and "Nazism" invest in U. S. War Bonds and Stamps — Today — NOW! Yes . . . and for . . .

Real Protection Against Cash Box Sabotage Install the Famous Chicago

"ACE" LOCK

. . . for new replacements or new equipment . . . Ace Locks, Single Bitted Locks, Double Bitted Locks, Padlocks, too . . . Also manufacturers of Cylinder Key Operated Switch Locks for Airplanes and Burglar Alarms . . . and remember — ALL CHICAGO Locks insure "UTMOST SECURITY."



ZONE 14

If You Want to Buy

COIN WRAPPERS, COIN CHUTES and SUPPLIES

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 15

We Specialize
IN GUARANTEED, REBUILT
SLOTS, CONSOLES and RACES
Satisfaction or Money Refunded
PARTS and SUPPLIES
•
BAKER NOVELTY CO., Inc.
1700 W. Washington Boulevard
CHICAGO 12, ILLINOIS

OUR BOYS

(Continued from Page 4)

hot meal and mail call, the fight loses its pugnacious appeal and events settle down to normal—or as normal as they'll ever get around here.

Even fellows on the same shift frequently clash on matters of ventilation and temperature. Some like 'em hot; some like 'em cold.

The big news event of the month was the fire in the tent adjoining our hut. It occurred during a "medium Williwaw." Snow had practically covered the top of the tent. It was sifting flour-like through the crevices and doorway. A leak in the oil heater started the conflagration. Occupants stood around, stricken with the tragedy of it all, while the boards and Rome (we are hoping) burned.

A stalwart from our abode saved the day by a brilliant maneuver. He shoveled snow on the blaze and became a hero. The tent, however, was wholly holey and had to be abandoned in the face of strong forces of Nature which attacked furiously.

THE REVIEW is arriving safely, but due to omission of my APO number, copies are detoured to the Seattle office before starting on the long trek.

Perhaps you would be interested in THE REVIEW's debut here. Well, I was singing the Chow Line Blues during Mail Call. The copy was handed me, and with a half dozen dogfaces looking over my shoulder (ah, Privacy, what fervor I will woo you with when I unkhaki), I slipped off the wrapper. At sight of the front cover picture, there sounded a chorus of low whistles and unprintable remarks. I looked up briefly, then down at the magazine. But the magazine wasn't there because some snatcher was drinking in the cover. It received eye-awed circulation as it leapt from hand to hand. Then a lad ventured to look inside. Disappointment welled up because instead of other girlie whirlies, there was only the cold metal of machines.

Thus ended THE REVIEW'S debut in the unsun-kissed Aleutians. It was strictly an anti-climax for the boys but just like a breath of air from home for your correspondent.

You've heard President Roosevelt's summary of the war and you've heard predictions and recapitulations from General MacArthur, Admirals Halsey and King, General Arnold, and other high-rankers. Now comes this terse comment from Private McJerk, the Aleutian Rambler, who has dug foxholes, post holes, out houses, garbage dumps, hut holes. Says McJerk: "The identity of the secret weapon has at last been discovered. It's the shovel."

Yours for Victory in '44,

Cpl. Louis Karnofsky

1943 Cig Tax Terrific

WASHINGTON, D. C.—The Treasury Department has revealed that stamp taxes were paid on 257,737,998,000 small cigarettes during the calendar year of 1943, which compares with 235,838,696,675 in 1942. Manufacturing of large cigarettes (king size) rose from 2,559,483 in 1942 to 5,842,834 in 1943.

Declines were registered on cigar production. Tax was paid on only 5,222,558,636 as compared with a production of 6,250,873,642 the year before, for large cigars. Small cigars shrank from 132,783,605 in 1942 to 127,869,437 in 1943.

Internal Revenue receipts from cigarettes in 1943 totaled $904,205,672 against $781,548,424 in 1942; and from cigars $28,646,467 in 1943 and $17,545,308 in 1942.

* * *

Bill: "Say, Tom, I have a yen to marry a girl with a picture face. What would you advise?"

Tom: "Well, that's all right, Bill, but it wouldn't do any harm to have a good look at the frame."

MISSISSIPPI

NATCHEZ, Miss.—Conspicuous by its absence is the usual lull in coin machine business after the Christmas and New Year's holiday rush down here in the deep southland and especially in the state of Mississippi. Business was never better. Coin machine merchants are being kept busy, and there is, of course, a premium on repair men—there are not many left. The army has taken the young ones and the battle cry is now "They're Either Too Young Or Too Old."

Across the Father of Waters, the mighty, murky Mississippi river, in Louisiana there is a great demand for the records of one James H. "Jimmie" Davis, on all boxes. Jimmie Davis, candidate for the office of Governor and erstwhile song-writer, movie actor and politician, led the ticket in the first primary and has a good chance of being the next governor of the Pelican State. Jimmie wrote "Bed Bug Blues," "You Are My Sunshine," and many other popular tunes, and these and his other tunes are being "dug up" now and many Louisiana folks come over to Mississippi to hear the tunes on the boxes when none are available in their own state. Jimmie Davis seems headed for the Governor's chair via the automatic phonos and horse-opry and all the operators are for him 100 per cent around here.

Rufus Clark, well known operator of Rufus's Tavern, and associated with the F. and N. Amusement Co., is now Pvt. Clark and is stationed at Camp Wheeler, Ga.

Private James C. Culpepper, son-in-law of Ham B. Nelson of the F. and N. Amusement Co., has returned to his company in California after a furlough at home with his family. Private Culpepper, who was formerly manager of the Ferriday, La., branch of the F. and N. Co., saw his young 5 months old daughter for the first time while home.

Private Frank J. Eidt, popular local operator and brother of big Bill Eidt of the Eidt Amusement Co., has returned to Camp Rucker, Alabama, after spending a furlough at home with Mrs. Eidt and his two sons and daughter.

Seaman Second Class Richard S. "Jake" Sanguinetti, of the U. S. Navy, has returned to his naval duties in Pensacola, Fla., after

(See MISSISSIPPI, Page 14)

Mills Main Clock Gears $3.50
(Complete with ratchets and springs)
Mills Main Clock Gears $2.50
(Gear only)
•
STANDARD AUTOMATIC AMUSEMENT CO.
2217 Fifth Avenue • Grant 1705 • Pittsburgh 19, Pa.

WANTED
CIGARETTE MACHINE ROUTES
We are interested in the purchase of Cigarette Machine Routes of any size. Send us your listing of equipment, geographical area in which operation is established, total monthly sales and best cash price in first letter. All matters kept STRICTLY CONFIDENTIAL!
R. A. PARINA & CO.
156 9th Street
San Francisco 3, Calif.

Another ACTIVE Presentation - - -

CUPIDS WHEEL

IT TELLS OF LOVE - AND HOW!

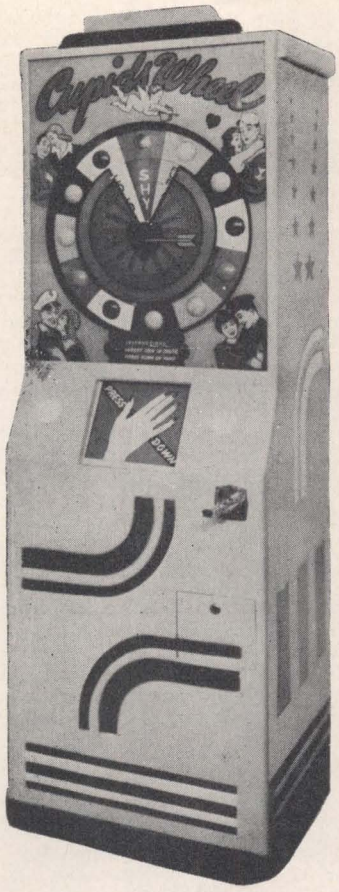
Actions — Thrills — Profits

WHAT IT HAS

Magnetic Playing Appeal
Beautifully Colored Playing Field
Flashing Lights
Standard 7½ Watt, 110 Volt Bulbs; Easily Obtained Anywhere
Simple Sturdy Construction

A SURE FIRE HIT

AND
Removing 2 Wing Nuts Releases Entire Mechanism from Cabinet
Beautifully Decorated
Strong Factory Built Cabinet
Black & Decker Motor
A.C. or D.C. Current
12 Catchy Sayings
1c or 5c Play
(Specify Model When Ordering)



WHAT IT HAS NOT

No Complicated Adjustments
No Transformers
No Rectifiers
No Trick Gadgets
No Special Parts
No Special Bulbs

ASK THE MAN WHO HAS ONE

HOW IT WORKS

Flip in a coin, lightly touch the hand plate, and things begin to happen—the large wheel begins to spin, gaining momentum, until the flashing lights appear as one solid, colorful stream of light. The purring, powerful motor sets the attention-getting noise-maker into action and finally the wheel slows down and comes to rest. A glowing light informs the player if LOVE is hot or cold, whether they are shy or adventuresome, etc., etc., etc.

There is so much stimulating action and so much genuine "kick" in playing Cupids Wheel that it is played again and again, just to experience the thrill of seeing and hearing it operate! It never misses!! Appeals to men, women and children—and certainly will appeal to you!!!

IMPOSING
6' 1" HIGH—2' WIDE—20" DEEP

ORDER

PRICED AT ONLY

$295.00

FREIGHT CHARGES COLLECT
TERMS—⅓ CASH WITH ORDER, BALANCE C.O.D.

TODAY

"You Can Always Depend On Joe Ash All-Ways!"

ACTIVE AMUSEMENT MACHINES CO.

900 N. Franklin Street **Philadelphia 23, Pa.**

COIN MACHINE REVIEW
13
FOR MARCH 1944

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

MISSISSIPPI

(Continued from Page 12)

an emergency leave at home because of the critical illness of his mother, Mrs. Katie Sanguinetti. Her condition is reported improved.

Corporal Charles Weeks, former operator, now in the U. S. Army Air Forces ground crew at Laughlin Field, Del Rio, Texas, has returned after a furlough here with members of his family. Charley is a member of the basketball team at the camp and was also a member of the camp all-star football squad during the past season. His many friends here gave him a cordial welcome. It was his first visit home in several months.

Quincy Craig, brother of Wadley Craig of the PI Co., is now located in New Orleans in the U. S. Engineers service. He operated the PI business while Wadley was up for an examination recently at Camp Shelby. The army rejected Wadley and he is now back on the job here serving his customers.

Dennis A. Mulvihill, Jr., is now serving as manager of the Natchez branch of the Service Novelty Co., owned by Corporal Buster Williams of the U. S. Army Air Forces now overseas. Mulvihill was formerly stationed with the company at Centreville, Miss., and in Leesville, La.

Mrs. Wilma Gaude, of the Lantern Inn Co., is making preparations to open a branch house in Centreville, Miss., near the large army camp, Van Dorn, Miss. She has been successful in operations in this city.

Ham B. Nelson, of the F. and N. Amusement Co., has returned from a business trip to New Orleans and to Baton Rouge, La., where he bought new records and some used machines and other coin machine equipment for his locations. Ham, prior to his entry into the machine business, was a rural mail carrier and retired some time ago after serving his route, RFD A, of Natchez for 27 years. He was succeeded on the mail route by this writer, Harold M. Case, who subbed for Ham for two years and now has been appointed as temporary carrier of the route for an indefinite period by the P. O. Department.

With a new sheriff, the genial Audley B. Conner now in office, coin machine operators of Natchez and environs feel they have a true friend in charge of the affairs of the county. Sheriff Conner, who previously served in this capacity, was a real friend of the operators and those who know him best say he has not changed his attitude toward the boys and they are all elated because he is at the helm of the law enforcement in the county.

Since the first of the year the recently enacted Curfew in this city and county has been removed and Natchez is now a good machine city.

Of interest to their many friends here is this item that the new recruits at the U. S. Naval Training Station, Great Lakes, Ill., include two local men, John Martin Petkovsek and August Joseph Stone, who are now receiving instruction in salesmanship, military drill, and naval procedure. Soon, they will be given a series of aptitude tests for determining whether they will be assigned to one of the Navy's service schools or to immediate active duty at sea. Upon completing their recruit training, these men will be home on a nine day leave. Before they entered the service both were local operators.

Petty Officer Robert T. Perrault, formerly of this city, now in the U. S. Navy, is on foreign duty with the Pacific Fleet. Mrs. Perrault is visiting here in the home of her husband's parents and with her relatives, Mrs. W. H. Parker and family. She is now making her home in California where she went to be with her husband before he was assigned to sea duty. Petty Officer Perrault was associated with the Service Novelty Co. He has a brother, Frank, who is also a former operator, now in the Navy.

After a furlough of ten days at home with his parents, Mr. and Mrs. C. A. Seale, Petty Officer Second Class Percy Oliver Seale, of the U. S. Coast Guard, who recently returned from six months of foreign duty in the Southwest Pacific, has departed for San Francisco, California, to rejoin his boat there. Petty Officer Seale, who is serving his second "hitch" in the Coast Guard, had many thrilling experiences while overseas and brought home a Jap skull and other souvenirs, which he displayed to friends and relatives while home on leave. Seale, a former repair man, visited with local operators and friends while home.

Harold M. Case

Lee McCullah Killed

SANTA MONICA, Calif.—Lee McCullah, marble game operator in this area, was killed in a traffic accident here on January 28th when he was struck by a woman driver as he was crossing a thoroughfare. Services were held on February 1st.

McCullah had been operating for several years in addition to being supervisor of the chain of Roberts Liquor Stores in this territory.

* * *

Old Maid: "But why should a great strong man like you have to beg for dimes?"

Panhandler: "Dear lady, it is the only profession I know in which a gentleman can address a beautiful woman without an introduction."

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Women Servicemen "Click"!

by F. P. Carter

of the Nickabob Co., Los Angeles

MANY operators are convinced that it takes a "tough guy" to do business in the coin machine field. There was a time when that might have been true. Cooperation among operators was unknown and the man who made improvements was looked upon as a menace to the trade.

Today the coin operator who fails to make improvements will find himself wondering where he will find the money to meet the payroll, because the man who has made the improvements will be the man who gets the business. One improvement that must be made by many coinmen is in their service. Even allowing for the shortage of manpower, service can be maintained by hiring women to do much of the work.

There is no need to sell equipment or store it because of help shortage. A careful and thorough course of instruction can be given to women and they can carry on the job in a satisfactory manner.

There are several factors that should concern the employer in hiring women. ***First,*** the employee should be one who really wants to work. Be careful in hiring women who want to work for a few days to get some extra money and who will quit as soon as they have learned enough to be valuable to the organization. ***Second,*** hire a healthy girl. A healthy girl will be happier and will get along with your customers better. ***Third,*** hire an intelligent girl and one who dresses in good taste. If any of your customers are startled upon seeing a woman serviceman, a nice appearance and an intelligent reply to questions will go a long way to help eliminate the need for excuses as to why "Joe" isn't here today.

The experiences of one operator of phonographs is typical. He says, "My experience with servicewomen has been satisfactory in every way. My locations forget to complain about records unless there is a real complaint. It's amazing."

A Los Angeles man who has had trouble in finding help recently hired a girl for changing records and collecting. He remarked, "Women do that type of service work as quickly as men, without beefing and they seem to want to finish the work and go home during daylight hours. Many men I have had want to start the day late and end their day's work in the middle of the night."

A thorough course of instruction for new employees is necessary and as time goes on and the employee becomes more familiar with the mechanics of the machines, there are several minor adjustments that can be made on the job which saves a service call for the mechanic.

Let's be open minded about service work for women. There are many girls who can do it well.

Wolf Sales Big

LOS ANGELES—The sales at California Amusement Co. have been tops for the month of January, according to Bill Wolf, owner, who spent two weeks at the local office while Max Thiede was away calling on operator-customers in Arizona. "I was very pleased and impressed with the way our Los Angeles office is progressing," said Wolf. "We have been doing a terrific business with exports for the Hawaiian Islands and Jess J. Gesas, of Sloan & Gesas, Honolulu; and J. Lee Eichelberger, of R. A. Howe & Co., Honolulu have favored us with some huge orders for shipment to the Islands during the month."

Thiede reported a nice reception from the operators down Arizona way and booked some good business, in addition to enjoying 18 inches of snow at Flagstaff.

Cupid's Wheel Arrives

PHILADELPHIA, Pa.—Cupid's Wheel is the name of a new arcade machine being offered operators by the Active Amusement Machines Co.

Standing six feet high and twenty-four inches wide the machine makes a very impressive appearance. Cupid's Wheel is a brand new machine and not a changeover.

"Here is a machine that has real player appeal," stated Irv Morris of Active. "It is simple to understand, simple to operate, lightning fast in its operation, absolutely troubleproof, factory precision built and possesses an animated lighting action that gets the attention. Who could ask for anything more in an arcade machine?"

Active is prepared to make immediate deliveries and the machine can be supplied with either a penny or nickle chute.

Acme In New Home

NEW YORK—Acme Sales is now located in its new and larger quarters at 505 West 42nd Street, and the firm is planning further expansions in their line of merchandise.

Headed by Sam Sachs, Acme has built a tremendous national business on plastic replacement parts for automatic phonographs.

New quarters provide beautifully paneled offices, showrooms, remodeling, spraying, moulding and shipping departments on the first floor and ample basement storage for equipment and parts.

* * *

Lady in furniture store—I can't make up my mind whether to buy that divan or that armchair.

Salesman—You can't make a mistake on a nice comfortable armchair.

Lady—O. K., I'll take the divan.

GLAMOUR GIRL-2 FOR 5c-CARD VENDOR

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Whichever 3 Series of Mutoscope Cards you choose to sell through this Vendor, simply insert the corresponding displays (SUPPLIED FREE) in the machine as pictured above and you have one of the most profitable "Silent Salesmen" Mutoscopes ever sold! ONLY A FEW LEFT!

Deal No. 1—1 Vendor, with 1,000 each All-American Girl, Glorified Glamour Girl and Yankee Doodle Girl Cards. Vendor cost only $60! 3,000 Cards FREE bring in $75 selling at 2 for 5c.

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See Ad on Page 18

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Good Eating

A Column Devoted to Good Food and Its Method of Preparation for the guidance of the Acknowledged Chefs of the Coin Machine Fraternity.

INTRODUCTION

During 1939 and 1940 THE REVIEW carried a department entitled "What's Cookin'." Operators, jobbers, manufacturers and distributors contributed their favorite recipes and a surprising amount of good recipes were offered for publication, proving that the men of this industry are no different than any others—they love a chance to mess around in the kitchen and work up something special. With this issue THE REVIEW inaugurates a new department, sired by a proven coinman-chef, and devoted to good living and unusual recipes that any male can flip together on his night to take over in the kitchen. If you have any recipes to offer, any questions to ask, any special recipes you'd like, write us, and your letter will be answered privately, or through the column, as you wish.—THE EDITOR.

In launching a new department of this particular type, and with a 100% male readership, a columnist really has to watch his P's and Q's. However, since meat rationing, it is surprising the number of coinmen now raising chickens and rabbits in their own backyards for meat purposes. So, trusting that the chicken is not a too foreign fowl, we'll deal with rabbits in this first column.

Domestic rabbit production in the States is zooming. Wild rabbits are relished by gourmets because of their gamy flavor, but both wild and domestic yield a delicious, fine-textured meat much like chicken in flavor.

A French chef, Urbain Dubiois, when he was *esquire de cuisine* for the late and haughty Kaiser Wilhelm II, created *hasenpfeffer*, the German spiced hare that is such a cherished dish today. Here is our special recipe for this dish of dishes:

Hasenpfeffer: Wash 1 large or 2 small hare or rabbits and cut into serving pieces. Prepare the following marinade of 2 cups vinegar, 1 cup water, 1 cup Claret, 2 large onions sliced, 1 tablespoon salt, 1 teaspoon black pepper, 1 teaspoon mustard seed (optional), 1 teaspoon crushed juniper berries, 8 whole cloves, and 6 bay leaves. Allow the pieces of rabbit to stand 24 to 48 hours in this combination and keep covered in a cool place. Turn the pieces of meat every 12 hours; and when the marinating period is over, wipe them dry, dredge them lightly in a little flour, and saute them in 1/3 cup fat until they are well browned on all sides. Then drain off the fat.

Strain the marinade, dilute it with ½ cup hot water, adding 1 tablespoon sugar, and pour it over the meat. Bring the whole to a boil; cover the pot tightly, and simmer for about 40 minutes, or until the meat is tender. Salt and pepper to taste. Arrange the meat on a hot platter and serve with an ample quantity of gravy and potato dumplings compounded as follows:

Potato Dumplings: Dip 8 slices bread in water, and squeeze the excess moisture from them. Mix the bread in a bowl with 1 medium-sized onion, grated, a pinch of minced parsley, and salt and pepper to taste. Grate 4 large raw potatoes, and add them to the bread mixture, together with 2 well-beaten eggs. Form the mixture into balls the size of a large walnut, roll them gently in flour, and cook them in boiling water or meat stock in a covered pot for 15 minutes. Drain, and serve very hot.

Here is your start towards being a master chef in handling Sir Rabbit. The gypsies considered the rabbit the ultimate in fine eating and in the next issue we'll give you their favorite recipe for an old-fashioned Gypsy Rabbit Dinner. And—if space permits, we'll share with you our recipe for Roast Rabbit and Rabbit en Terrapin.

* * *

A negro scrubwoman came into the lawyer's office to collect her regular monthly wages. As she could not write, she always made her mark on the receipt book—the customary "X." On this occasion she made a circle instead.

"Why don't you make the cross, as usual?" asked the lawyer.

"Well," Linda explained, earnestly, "Ah done married yesterday, an' changed mah name."

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Let us help you obtain the phonographs you need. We have aided several operators to get that hard-to-find equipment during the past month. We can help you, too!

AVAIL YOURSELF OF OUR SERVICE DEPT.

We specialize in the repairing of all makes of Marble Games, Phonographs, Amplifiers and Remote Control Music Installations. Experienced mechanics assure finest precision work. Come in today.

WE WILL BUY YOUR USED EQUIPMENT. GET OUR QUOTATIONS BEFORE YOU SELL

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1813 West Pico Blvd. **Los Angeles 6, Calif.**

EXposition 7162

SOUTHERN CALIFORNIA

LOS ANGELES.—January saw the usual first-of-the-year activity with operators in town from all parts of Southern California to pick up machines and parts and supplies. General trend of thought is that 1944 will be equally as good to the operators as 1943.

The Industry was saddened to learn of the death of three of its members in recent weeks. Arthur C. Woodward, Visalia, was taken by a heart attack the first part of February; Dick Smith of the Long Beach Cigarette Service, passed away following an operation on his gall bladder on January 23rd; and Paul L. Gerber of the firm of Gerber and Glass, Chicago, died February 2nd while wintering in California.

Mrs. Art Dawes, San Diego, who is now a WAC and a Control Tower attendant at Hill Field near Salt Lake City, was in town on a 6-day furlough to attend the high school graduation exercises of her daughter, Roxanne. Mrs. Dawes returned to Salt Lake with the daughter who will take up a business course.

Lucille Laymon celebrated a birthday on February 10th and a huge box of flowers arrived just as this correspondent was getting "the dirt."

Recent visitors in at California Amusement to pick up equipment included Jerry Cooper, Riverside; Frank Showalter, Santa Ana; Bob Collier, Ontario; A. M. Dorfmier, Fresno; Oliver Stearns, San Luis Obispo; Claude Sharpenstein, Yuma; Mason Music, Los Angeles; Jack Thornton, Yuma; D. J. Kennedy, Riverside, and Billy Mason, the "mayor" of Santa Monica.

Jack Gutshall says he's been classified 5-B by his Draft Board—Baldness, Bridgework, Bifocals, Baywindow and Bunions.

Verne Worley, South Gate, is back operating, after receiving an honorable discharge for his stint in the army.

L. B. McCreary, San Francisco, spent a few days at the local E. T. Mape office the first of the month and made a trip to San Diego with local manager, Bert Beutler, on the 4th. Mac returned to San Francisco on the 5th.

Paul Laymon is reconditioning, without charge, marble games for the Naval Aid Auxiliary—a most commendable work.

Lee McCullah, marble game operator, was killed in a traffic accident in Santa Monica on January 28th. Lee was hit by a car while crossing the street in a safety zone.

Story is being told around the music jobbers of an operator who went into a location last week and said to the owner: "Joe, what can I do for you in choice records this week. We have some brand new stuff and you can have what you want." "What?" says the location owner, "you must have been listening to some of that stuff about peace terms!"

If You Want to Buy

SLOTS

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 22

Earl Bush, Marshfield, Oregon, operator, was a house guest of Mr. and Mrs. Aubrey Stemler for a week the first part of January. Earl's oldest son is a Marine and is at Camp Pendleton, Oceanside.

E. C. McNeil, western representative for National Vendors, trained out on February 10th for a week's visit to Chicago. From there Earl went down to St. Louis to spend a week at the National factory and then home by the 28th.

The customer register at General Music for January reads like a Who's Who of the Coin Machine Industry. In to make substantial purchases were Paul Marchi, Sacramento; Vern Owens, Banning; D. D. Patton, Turlock; Ray Ressel, Riverside; Arch C. Riddell, Pasadena; Roy Smith, Lancaster; Clark Shaw, Long Beach; E. S. Trimble, Huntington Park; George Wheelock, San Diego; Bill Wulf, Anaheim; Sam Harris, Lompoc; J. M. Holmes, Glendale; Roy Jones, Visalia; George Kelley, Pasadena; Floyd Knudson, Fresno; Billy Mason, Santa Monica; Harold Murphy, Palm Springs; Curley Moffatt, Tucson, Ariz.; Jimmy Marshall, Burbank; Archie Freeman, Oceanside; M. C. Edwards, Las Vegas; A. M. Dorfmier, Fresno; Bob Causey, South Gate; Harry Perrine, Tehachapi; Charlie Berkemeyer, San Luis Obispo, and Fred Allen, Bakersfield. Local lads also spotted included Harry Greenberg, Ray Eberts, Sam Hardman, Paul Johnson, Charlie Joseph, Bernie Kolds and Frank Lamb.

Frank Navarro is making another flying trip to Mexico City to look after his operations there.

Another coinman in Mexico City is William Struby, General Sales Manager for Packard Manufacturing Corp., who is taking a much needed vacation.

Nelson Baker, former mechanic at Paul Laymon's, has been heard from and states he has been to London several times and has also seen plenty of action over Europe. Nelson is a tail gunner in a flying fortress and closed his letter asking the folks at home to hold good luck wishes for him.

Lou Wolcher of the Advance Automatic Sales Co., San Francisco, called on local coinmen on the 9th.

Jack McClelland, of Wilshire Amusement, is spending a month at Lake Arrowhead where he has rented a house.

One of these week-ends the magic wand is going to wave over the Gutshall Distributing establishment, according to rumors coming our way.

The Clark Distributing Co. offices cooperated in the 4th War Bond Drive and managers at each office solicited coinmen for Bond purchases. In the local office Aubrey Stemler had $5,000.00 in sales to his credit the first of February.

W. H. Smith, auditor for the E. T. Mape Music Co., was in Los Angeles the first week of February installing a new accountant at the local office.

More and more out-of-towners visited the Coin Machine Capitol and in at Paul Laymon's was a steady flow of operators. Included were J. W. Olson, San Pedro; Henry Van Stalton, Whittier; W. Ellis Johnson, Claremont; John Patrick, Santa Maria; Frank Hardy, Oxnard; C. C. Collard and William Shorey, San Bernardino; Jake Everett, La Habra; Glenn McCarter, Beaumont; M. F. Tillotson, Long Beach; Jack Beavers, Oxnard; H. Schaefer, El Paso,

(See SO. CAL., Page 22)

CIGARETTE COMMUNIQUE

by

GEORGE CLEVELAND

(By special arrangement with Printers' Ink, America's leading advertising and sales magazine, we are devoting this month's Communique to a summary and review of Harry M. Wootten's annual cigarette production estimates as prepared for publication in Printers' Ink. Mr. Wootten's figures and comments are accepted as authentic in the tobacco industry as well as in the advertising profession. Our readers will, we are sure, welcome the opportunity of reading this summary of Mr. Wootten's article and studying his table of production statistics. G. C.)

Here Is the Summary

Early last year few within the tobacco industry believed that the nation was rapidly running into a cigarette shortage. Rationing of the "short smoke" is here, nevertheless.

Informal and Voluntary Rationing

Since last July, jobbers and retailers *(including vending machine operators — G. C.)* have faced the unprecedented experience of seeing their orders for one of the country's leading brands whittled down. Currently the R. J. Reynolds Tobacco Co. is reputed to be allocating orders for domestic dealers for Camels to 60% of their average shipments during last year's April-June period. *(What do you mean "reputed", Mr. Wootten, it's a hard fact—G. C.)* Philip Morris is filling only 90% of orders based on shipments made last July and August.

Factory Managers Believe Restrictions Can Soon Be Modified

Since last September there has been a wave of panic buying, principally the result of reports that the industry was rapidly running out of leaf tobacco. Recent decreases in standing orders reflect more sane buying and there is little likelihood of any further acute shortage developing in certain cigarette brands. Factory managers believe the restrictions on domestic sales can be modified shortly. 1944 production will be determined by the willingness of manufacturers to eat into their uncomfortably low supplies of aged tobaccos.

Tobacco Normally "Sleeps" Two and One-half Years

Marvin Jones, WFA Administrator and responsible for availability of tobacco has been quoted as saying: "Tobacco less than 2½ years old is unfit for human consumption". Tobacco leaf must be aged, but with due respect to the statement attributed to Mr. Jones, the reason that 2½ to 3 years supply is carried by manufacturers is the desire to average prices, preserve a uniformity of cigarette types and to insure themselves against crop failure. Experts contend that one fall and one spring sweat produces cured tobacco which can, in an emergency, be used without necessarily sacrificing its smoking qualities.

Stocks on Hand Short of Rate of Consumption

Practical tobacco men say farmers are not planting anywhere near enough tobacco acreage. They contend there must be an enormous increase in the amount of tobacco grown, if this country is to continue the present preferential treatment on this commodity to the British and to other nations, and at the same time meet the demand for tobacco at home. *(In other words "lend-lease" is the fly in the ointment as this column has said several times—G. C.)* The government at long last has become duly alarmed and has increased the acreage allotted to tobacco this year.

Ample Cigarettes Will Be Manufactured

Unless the war lasts longer than predicted and expected, the best opinion is that ample cigarettes will be made. It is unlikely, however, that sales by the carton on some brands will be the custom because of low stocks of such brands.

1943 Increase Greater Than Total Annual Production in World War I

1943 increase over 1942 was 36 billion cigarettes or 14.2%. In 1917 the year we entered World War I, the total output for the industry was 35 billion cigarettes. Overall production for 1943 was 289½ billion cigarettes. This increase is all the more remarkable because the industry was under wraps and unable to meet the demands of the trade during the final quarter of 1943.

Economy or 10c Brands Off 30.2%

Approximately 9 billion of these original 10c brands were made in 1943 as against 13 billion in 1942. This is only 3½% of total cigarettes consumed. In the depths of the depression these cheaper cigarettes mushroomed out spectacularly, and at their zenith accounted for nearly 30% of the total output. Also it is safe to say that there were only about half as many tailor-made or roll your own cigarettes consumed last year as in 1942.

Stamped Cigarette Output by Brands
(Domestic Consumption Only)
(BILLIONS)

Brands	1943	1942	Per Cent of Change	Per Cent of U. S. Consumption
Lucky Strike (American Tobacco)	68.5	59.5	+15.1	26.6
Camel (R. J. Reynolds Tobacco)	58.5	54.5	+ 7.3	22.7
Chesterfield (Liggett & Myers Tobacco)	45.0	40.5	+11.1	17.4
Philip Morris	27.0	22.5	+20.0	10.5
Old Gold (P. Lorillard)	14.0	11.0	+27.3	5.4
Raleigh (Brown & Williamson Tobacco)	13.5	*12.5	+ 8.0	5.2
Pall Mall (C) (American Cigarette & Cigar)	6.5	5.5	+18.2	2.5
Kool (B) (Brown & Williamson Tobacco)	5.8	4.8	+20.8	2.2
Herbert Tareyton (C) (American Tobacco)	3.5	2.8	+25.0	1.3
Marvel (A) (Stephano Brothers)	3.5	*4.8	—27.1	1.3
Wings (C) (Brown & Williamson Tobacco)	3.0	3.5	—14.3	1.1
Avalon (A) (Brown & Williamson Tobacco)	2.5	3.5	—28.7	.9
20-Grand (A) & Fleetwood (C) (Axton-Fisher)	1.8	2.5	—28.0	.7
Domino (A) (Larus & Bro.)	1.2	1.5	—20.0	.5
Beechnut (C) (P. Lorillard)	1.0	**2.5	—60.0	.4
Regents (C) (Riggio Tobacco)	1.0	1.0		.4
Spuds (B) (Axton-Fisher)	.3	.6	+33.3	.3
Paul Jones (A) (Philip Morris)	.1	.4	—75.0	
Miscellaneous Brands	.7	1.9	—57.9	.3
Total Tax-Paid Cigarette Production	257.9	235.8	+ 9.4	

*—Revised.
**—Sensation included now out of production.
(A)—Original 10-cent cigarettes. (B)—Mentholated cigarettes. (C)—Long cigarettes.

Total Cigarette Output by Companies, includes exports and Tax-Free Cigarettes
(BILLIONS)

Companies	1943	1942	Per Cent of Change	Per Cent of Total Output
American Tobacco (includes Pall Mall)	89.0	72.3	+23.1	30.8
R. J. Reynolds Tobacco	65.5	58.5	+12.0	22.6
Liggett & Myers Tobacco	51.5	43.7	+17.8	17.8
Philip Morris Tobacco	29.0	24.2	+19.8	10.0
Brown & Williamson Tobacco	26.3	*25.3	+ 3.9	9.0
P. Lorillard	17.0	13.8	+23.2	5.8
Stephano Brothers	4.2	* 4.8	—12.5	1.4
Axton-Fisher Tobacco	3.1	4.4	—29.5	1.1
Riggio Tobacco	1.1	1.0	+10.0	.4
Larus & Bro.	1.2	1.5	—20.0	.4
Miscellaneous Brands	1.6	4.0		
Total Production of Industry	289.5	253.5	Increase 36 billion cigarettes, or 14.2%	

*—Revised.

U. S. Cigarette Paper Industry Growth Remarkable

Since the war began in Europe there has been a complete transition in the manufacture of cigarette paper from France to this country. On the very day that England called for a declaration of war against Germany the first carload of usable American made cigarette paper was shipped by the Ecusta Paper Corp. This branch of the paper industry has grown consistently until now it is said that Ecusta alone could now meet the demands of the domestic cigarette industry as well as export to several foreign countries.

Our Thanks to Printers' Ink

First for engaging a man as capable as Mr. Wootten to produce the above summarized article and the table of statistics reproduced herewith, and, second, for allowing this column to review it.

Comments on Statistics By G. C.

These figures, compiled by Mr. Wootten are called "estimates" by him but are accepted as very authentic in the tobacco industry. They are worthy of careful study.

Lucky Strike Leads The Field

With domestic consumption of 68½ billion and a total output (including Pall Malls and Tareytons) of 89 billion, the American Tobacco Co. produces 30.8% of total, a truly remarkable lead.

(Continued on Page 32)

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

A Study In Coverage!

How's your coverage of the spots in which you operate?

TOO MUCH . . . NOT ENOUGH . . . OR JUST RIGHT?

Today it behooves the smart operator to get the maximum out of the spots in which he is operating and thus conserve gas, tires and wear upon his cars and trucks.

Here at California Amusement we have a complete variety of equipment of every type that will thoroughly supply each and every one of your stops and gain for you the maximum return per location visited. In fact, LOCATION-BALANCED EQUIPMENT from California Amusement Company fits your spots like a well chosen hat.

We cordially invite you to come in and talk it over with us. All of our equipment is thoroughly reconditioned to look and operate like new machines and you'll be mighty pleased with the appearance and service you receive from equipment purchased from us. We have on hand, ready for immediate delivery, a complete assortment of

PHONOGRAPHS — CONSOLES — ONE BALLS
SLOT MACHINES — ARCADE EQUIPMENT

BRAND NEW

SINGING TOWERS

Here is the only NEW phonograph available for operators today. We have a very limited stock of SINGING TOWERS available in Pearl-Lite and Walnut Finish Cabinets. If you have not explored the advantages provided in operating SINGING TOWERS let us demonstrate this superior instrument to you today.

NEWLY REFURBISHED

SPORTSMAN — ROCKINGHAM

We have in stock, ready for immediate delivery, Bell Products' outstanding new conversions —ROCKINGHAM, new one ball payout, converted from Grand Stand, Grand National and Pace Maker; and SPORTSMAN, a 1944 conversion from Blue Grass, Dark Horse, Sport Special, Record Time or Sport Event. Completely refurbished and revamped and sparkling with brand new player appeal. See them TODAY!

CALIFORNIA AMUSEMENT COMPANY

JOBBERS AND DISTRIBUTORS

M. S. (Bill) WOLF, Owner

Main 3068
1305 Kettner Boulevard SAN DIEGO 1, CALIFORNIA

PRospect 4131
1348 Venice Boulevard LOS ANGELES 6, CALIFORNIA

SO. CALIF.

(Continued from Page 18)

Texas; A. R. Kelley, Pismo Beach; Leon Sides and Al DiDanti, Tacoma, Wash.; Paul Butts and L. B. Gerson, Fred Allen and Alex Koleopolus, Bakersfield; Ray Smith, Barstow, and Roy Smith, Lancaster.

Ann Mullen is back at her desk at Clark Distributing after a hurried trip back to North Dakota occasioned by the serious illness of her mother.

Chet Garton, at California Amusement, is telling the story of two babies in adjacent beds in the hospital. Said one to the other, "I'm a girl, what are you?" "I'm a boy," replied the other. "But you look like a girl," she countered. "I'm a boy, and I'll prove it to you when the nurse leaves the room," replied the little fellow. Finally they were alone. He shyly lifted the covers. "See," says he, "blue booties."

Mape headliners in purchasing equipment during the month included Art Dawes and George Bucknam, San Diego; Jerry Cooper, Riverside, and Roy Jones, Visalia.

Next time Paul Butts leaves Bakersfield and comes South he'll make sure he has a hotel reservation first. On Paul's last trip he couldn't locate a spot to bunk and after calling 22 hotels he 'phoned a Major friend stationed at March Field, Riverside, who got him a room at Ontario, a mere twenty or thirty miles from town.

Aubrey Stemler returned to L. A. from a confab in San Francisco on the 9th, and left again on the 14th to call on customers in the Imperial Valley and down San Diego way.

J. E. Rutter, expert repair and service man, has opened headquarters at 1419 West Pico where he will specialize in servicing phonographs, consoles, and one and five ball marble tables. Jimmy has been servicing equipment for the past eleven years and knows his way around in the innards of equipment.

Mrs. Nona Gates, secretary-receptionist at California Amusement, took a week off to entertain the "Flu" the first part of February.

E. H. Lamb, operator from Ivesdale, Illinois, and an old schoolmate of Bill Simmons years ago, contacted Bill and said he was surprised at the number of Los Angeles locations that didn't have phonographs. "Yep," said Bill, "I've heard that from out-of-towners before, but just rest assured if there's a location in town without a phonograph either you can't install one or the spot is no good!"

Bud Parr's joke of the month concerns a fussy, overbearing lady who entered a crowded street car and began mumbling noisily over being compelled to stand. After edging everyone about for a time, a young man tapped her on the shoulder and asked, "Madam, you are standing on my foot. Would you mind getting off?" Bristling, she retorted, "Why don't you put your foot where it belongs?" "Don't tempt me, Madam, don't tempt me!" he countered.

One local jobbing executive sizes up the picture in these parts in this fashion: "Collections with operators are excellent. The man power problem seems to be easing up a little, probably due to quite a number of men being discharged from the Army. Also girls are coming into their own in servicing equipment and reports are good. Locally F. P. Carter of the Nickabob Co., and Russ Coller of Cigarettes Unlimited, are employing girls for servicing. If the girls are of good appearance and possess a nice personality they do exceptionally well, and can't be equalled for handling a "beef."

Al Weymouth has purchased the marble table operation of Billy Mason in the Bay district. Al has operated music and cigarettes for years in this area.

D. H. Osborn, distributor for Packard Pla-Mor music systems when they had them, has just moved into his new home in Oakland. "Had to buy it to get shelter," explained DeLoss.

Another new home-owner is Ray Tisdale, Glendale, who has just purchased a seven room home in Rossmoyne from W. E. Simmons.

Clark Distributing chalked up a banner sales month with large sales registered with Andy Anderson, Shafter; Jack Arnold, Barstow; John Patrick, Santa Maria; Ray Wherrit, San Luis Obispo; Mrs. Phil Brown, Bakersfield; Robert Thomsen, Delano; Irvin Gayer, San Bernardino, and Jerry Cooper, Riverside.

Paul Blackford

Dick Smith Passes

LONG BEACH, Calif. — Dick Smith, partner of Ken Brown in the Long Beach Cigarette Service, passed away here on Sunday, January 23, following an operation on his gall bladder. Funeral services were held on the 26th.

Smith was very popular in the Southern California coin machine fraternity and was active in operating wired music and cigarette machines.

Prolific, Isn't It?

CHICAGO.—"We recently sent a box of clothes parcel post to a country cousin," says a writer in Esquire. "The corner druggist had stamps but no scales, so we set the box on the penny weighing-and-fortune-telling machine. We dropped our penny—the weight was ten pounds—and the fortune was remarkable. It seems the box is going to marry a blonde, have four children and should choose its friends from people born in August."

If You Want to Buy
5-Ball Pin Games
— SEE —
PAUL A. LAYMON
DISTRICTOR
1503 West Pico Los Angeles 15
See Ad on Page 26

Announcing STREAMLINER
CONVERTED FROM ☆ ☆ STARS

Streamliner, United's latest conversion, is sweeping the nation. Send in your obsolete STARS today.

WE ARE ALSO REVAMPING
GRAND CANYON
from DOUBLE PLAY
SANTA FE
from WEST WIND
ARIZONA
from SUN BEAM
MIDWAY
from ZOMBIE
BRAZIL
from DO-RE-MI

You'll Get and Hold the Play With Games Revamped the UNITED Way!

See Your Distributor Now or Write Direct
United MANUFACTURING COMPANY
6123-25 N. WESTERN AVENUE CHICAGO

SIMMONS SAYS:

A column of pertinent comment by W. E. Simmons about those in, and of, the automatic music industry.

● Let's face facts on the new non-osmium tipped needles. The needle situation is like the nylon hose situation. The wife doesn't like rayon but she is making the best of it. A good suggestion is that every operator who is forced to use non-osmium tipped needles educate the location to change needles and give him the key to the front door thus saving a midweek service call. Most people today know how to change needles. I would advise the locations which are far away to slightly turn the needles every 200 to 300 plays and get a lot of extra plays by so doing. When osmium is again released to the needle manufacturers, all will be well and good. In the meantime, let us face facts and make the best of them by leaving a couple of extra needles with the location. If any operator has a kick, he should kick toward the goal.

● Learn to get along with your locations. Learn to be patient and diplomatic. Learn to respect the location's ideas and opinions. Learn to put yourself in the location owner's place. Be loyal. Don't take the stand that you have the upper hand now as some day the location owner will have the upper hand and won't like the operator who says, "Here it is. You should be glad to get it." Times will change after the war, and it is the smart operator who stands in well today with his location. Good will in your locations is the only asset that your fellow operators cannot undersell and destroy.

— SERVICE NOTE —

Here's an important service notice to operators to correct a lot of their needle trouble. It has been found that many operators have not repacked the pick-ups for over a year. As a result, the needle and record wear is shortened for lack of flexibility. Operators who repack the pick-ups when they need it and who keep the weight around 2½ ounces get longer record and needle wear.

● The operator who trusts the leading distributors in this great industry will make fewer mistakes than those who distrust the distributor. The service man who stops being better at his work stops being good.

● Every operator in postwar days should make up his mind that if he expects to continue to succeed he must give an honest return for the privilege of serving that loca-

(See SIMMONS SAYS, Page 24)

MUSIC

Be Tactful In Handling Complaints

by Ernie Brennan

of General Music Co., San Francisco

THERE is a theory of salesmanship that if a sale is well made . . . that is to say if the preliminary work and the presentation is right . . . there should be no objections or complaints. To some extent that may be true. But so long as people differ from one another, just so long will we have natural "objectors."

Music operators have their share of these natural "objectors" and at times it seems as if no one on earth could really please them. But when you find that you are meeting with too many objections and complaints, then it is good strategy to sit down with yourself some evening and do some heavy thinking. Constantly recurring complaints don't just happen.

It is true that operators cannot give the same impeccable service they did in prewar times. Gas, tires, equipment and record shortages have presented problems that make it impossible for the operator to give the same attention to each location that he did in the old days. For the most part location owners are cognizant of this condition and will lend a sympathetic ear to any reasonable excuses or explanations you may advance in answer to a complaint.

It is a smart idea when complaints are encountered, particularly real complaints, to restate the complaint in your own language before attempting to answer it. The advantages of doing this are:

1. You can often restate the complaint in a more favorable way.
2. By restating, the location owner knows that you are fully understanding his point.
3. It gives you time to weigh and consider how best to answer it; and cool down a bit if you are given over to an easily aroused temper.

After restating the complaint pause before replying for it makes your answer and explanation more effective. If you shoot your answers back too fast it makes the location owner feel he is being pushed around and that you are taking advantage of a situation to give him the very minimum of service and attention. Take a sympathetic attitude towards the problem presented and try to frame a reasonable answer that will adequately explain just why such a condition might exist, why you are unable to cope with it, or how you will handle it if it is possible to do so.

The real secret of being able to dispose of complaints successfully is knowledge. The more you know about the business of operating, market conditions, competitive commission arrangements, and special services, the less difficulty you will have with

ERNIE BRENNAN

objections and complaints. Instead of fearing them, you will welcome them for it will provide an opportunity for you to share this information with your location partner. After all, a sincere complaint is nothing more than an expression of interest. It is a location owner's way of asking for information.

The great danger that must be guarded against in "answering" complaints is to avoid a positive assertion that might start an argument. There are times when a flat denial must be made, but there is usually a better way.

Above all the operator should control himself and speak pleasantly. Smile. Consider every objection and complaint raised as a question you should answer. Answer it clearly and politely.

If these few simple rules are followed operators will find a more cordial relationship existing between themselves and their location owners, and a mutual understanding of existing problems which will firmly convince the location owner that you are giving him the very best attention, service, equipment and records possible under present conditions. Such a complete understanding on his part will firmly entrench you in his particular location and insure you of an uninterrupted continuation of such relationships in the post-war era.

Order Your Supply of
NEW BENNETT DELUXE NEEDLES TODAY!
Send Us Your Old Needles For Repointing
W. E. SIMMONS
Factory Representative for 11 Western States
1025 N. Highland Ave.
Hollywood 38

SHELLEY RADIO COMPANY
Western Distributors for
KEN-RAD TUBE and LAMP CORPORATION
645 S. Sepulveda Blvd. ARizona 38065 West Los Angeles 24, Calif.

SIMMONS SAYS:

(Continued from Page 23)

tion. Remember that in seeking new locations; you cannot antagonize and influence the location owner at the same time. The measure of an operator's success is not the number of locations he services but the number of locations he serves. These are trying times for operators — shortages of equipment, parts, etc., but always remember that it is only looking down that makes you dizzy.

● Every good operator every day of his life is a salesman selling his plans, his ideas, and his enthusiasm to the locations. Keep it up, fellows, and you will hold that location after the war. The most thoroughly wasted day any operator has is that day in which he has not been cheerful with the location owner and in general hasn't spoken well of his fellow operators. I have never known of a hard-working, prudent operator, careful of his earnings, and honest who complained of hard luck. Good character and good habits are impregnable to the assaults of all ill luck.

● Show me a distributor who is not guided by sentiment and service to the operator, and I'll show you the distributor who is dead or dying.

● To add real service to the locations, you must add something that cannot be bought or measured with real money and that is sincerity, integrity, and service.

● A distributor stated recently that he would rather have one man working with him than three working for him. How true...

● No operator has a right to do as he pleases in any location unless he pleases to do right. When an operator knows how to diplomatically handle his locations, he has licked the problem of running an operating business. The operators' job is to provide diplomatic leadership and keep the location owner happy. That is just simply being a good operator.

Machine Returns Slump

WASHINGTON—It was revealed by the Bureau of Internal Revenue on February 1st that returns from coin-operated devices and phonograph records registered substantial losses to the government in 1943. Reduction in revenue was attributed to the curtailed record production and the retirement of great numbers of amusement devices due to war conditions.

DO YOU WANT A NEEDLE WITH A THOUSAND PLAYS?

BENNETT PRECISION REPOINTS on old, used Osmium tipped needles will give you A THOUSAND PLAYS AND MORE! Check this sensational record with any new stock needle you can buy today!

Save ALL of your old stock needles and send them in to us for

BENNETT PRECISION REPOINTING AND REFINISHING

Every used repointed needle is given the correct radius, recarded and returned to you ready for a thousand or more plays. Old needles lacking osmium tipping are returned and no charge is made.

ASK ANY OPERATOR WHO HAS HAD BENNETT REPOINTS WHAT HE THINKS OF THE BENNETT PRECISION REPOINTING SYSTEM

If you don't have our prices, write us today!

ALPHA DISTRIBUTING COMPANY

1025 North Highland Avenue

HOLLYWOOD 38, CALIFORNIA

Bayne Now Major

CHICAGO — Clarence Bayne, former Sales Promotion Manager for the J. P. Seeburg Corp. and in charge of all field activities when he enlisted in the Army November 25, 1940, has been promoted to Major and is now stationed at Maxton Air Base, Maxton, North Carolina.

Bayne belonged to the Blackhorse Troop, a select Illinois military organization, before he enlisted. His promotion has been steady, and on January 19th he was promoted to Major. Bayne is only 27 and is probably one of the youngest Majors in the Army.

Records In Navy Kit

WASHINGTON — The United States Navy Kit "B" which is sent to navy establishments outside of this country contains a well rounded out assortment of 100 phonograph records. Assortment consists of 10 religious numbers, 30 classical numbers, 10 patriotic selections and 50 popular hit tunes by name bands. Kit may be ordered by commanding officers as a unit, or any portion of the records may be designated.

"Mairzy" Climbs Fast

NEW YORK—Another tin pan alley hit has been dusted off and is now copping the coin and climbing rapidly in popular favor. First it was *Paper Doll* which was first published in 1922. Now it's *Mairzy Doats*, a novelty song published two years ago by Miller Music and currently upsetting sheet music sales records all over the country.

Re-published about 40 days ago the song is now past the quarter million figure in sheet music sales and about 30,000 copies are being disposed of daily.

Tune got its biggest plug via radio for records are just now making their appearance. Hit has made a recording by Al Trace and Decca has one coming up featuring the Merry Macs.

CASH READY FOR MUSIC ROUTES ANY SIZE

If you have any equipment idle, turn it into cash on today's "top market." We will buy any or all of your music equipment, on or off location, and pay you the highest market prices.

Phone or write today:

CLARK DISTRIBUTING CO.

In California: Formerly California Simplex Distributing Co.

Exclusive Wurlitzer Distributors for the West Coast.

SAN FRANCISCO	LOS ANGELES	SEATTLE
Don W. Clark	Aubrey V. Stemler, Mgr.	E. L. Horiskey, Manager
415 Brannan Street	1561 W. Washington Blvd.	906 Elliott Ave. West
SUtter 5342	REpublic 4155	GArfield 0930

SAVE $ $ ON INSURANCE

CLIP AND MAIL THIS AD FOR COMPLETE INFORMATION

Walter C. Bogenberger
2220 Beverly Blvd., Los Angeles 4, Calif.
FE 1474
Dear Sir:
Without cost or obligation on my part, you may send me complete information and how much I may save on the following type of insurance:

- ☐ FIRE
  - ☐ Residence or Contents
  - ☐ Commercial — Industrial
- ☐ COMPREHENSIVE LIABILITY
- ☐ COMPENSATION
- ☐ AUTOMOBILE
  - ☐ Fire, Theft, Comprehensive
  - ☐ Collision
  - ☐ Public Liability, Property Damage
  - ☐ Medical and Hospital
- ☐ INLAND MARINE
  - ☐ Burglary
  - ☐ World Wide All Risk
  - ☐ Jewelry, Furs, Cameras, Etc.
- ☐ WAR DAMAGE ☐ OCEAN MARINE
- ☐ HEALTH & ACCIDENT (Non-Cancellable)
  - ☐ 24-Hour Complete Coverage
  - ☐ Hospitalization
- ☐ LIFE INSURANCE
  - ☐ Ordinary and Endowment
  - ☐ Partnership and Business
  - ☐ Retirement Plans
  - ☐ Family Income
  - ☐ Annuities
  - ☐ Women's
  - ☐ Juvenile
  - ☐ Term

NAME.....

ADDRESS.....

CITY.....

Western Music Operators:

SPECIALIZED SERVICES FOR YOU!!

1. KLEER-FLO WASH & LUBRICATION

Your Phonograph Mechanisms completely washed in our new KLEER-FLO Mechanical Cleaner, and then lubricated. All dirt, grease and gummy deposits removed and mechanisms made sparkling clean and factory fresh.
Complete job for only..... **$7.50**

2. MOTOR REPAIR SERVICE

Seeburg—Wurlitzer—Rock-Ola and Mills motors repaired. Bring, or send, in your motors when trouble develops. Cost is moderate.

3. PICK-UP EXCHANGE

Complete Seeburg and Wurlitzer Pick-up Exchange. No waiting—stock on hand.

4. CABINETS REFINISHED

Up-to-the-minute color combinations which will give your Phonographs that "brand new" appearance. Ask for prices.

5. COMPLETE REPAIR SERVICE

Our factory-trained mechanics are ready to service your mechanisms, amplifiers and remote control units. Let us help you keep your equipment in top condition.

Seeburg

8200 REPLACEMENT CABINETS

We install any Seeburg straight line selector mechanism in brand new factory cabinets. Make your Phonographs 1944 models by having them changed over. Prices on request.

WE STOCK TUBULAR COIN WRAPPERS. SPECIAL PRICES IN QUANTITY LOTS

E. T. MAPE MUSIC COMPANY

1701 West Pico Boulevard
LOS ANGELES 15, CALIF.

284 Turk Street
SAN FRANCISCO 2, CALIF.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

IF YOU WANT TO
SELL
Any Type of Coin-Operated Equipment
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 30

Sloane Features Wurlitzer

NEW YORK—One of Fifth Avenue's top stores, W. & J. Sloane recently contributed window space to the National War Fund. It proved to be a crowd stopper as is evidenced by the picture above.

Prominent in the scene was a new Modernized Wurlitzer Automatic Phonograph provided by Wurlitzer's metropolitan New York distributors, the Manhattan Simplex Distributing Co.

Simulated set-up of a U.S.O. recreation center, it did a neat job of colorful advertising for this Service Organization, not to mention Wurlitzer and Coca Cola, too.

Paul Gerber

Paul L. Gerber, well known and respected member of the Coin Machine Industry, died suddenly at his winter home in Los Angeles on February 2nd. Funeral services were held from Groman's Mortuary in Los Angeles on February 6th. Surviving are his wife, Sadie Gerber; Pvt. Sherwood Gerber, a son; Mrs. Beckie Gerber, his mother; Elaine Lois, granddaughter; and three sisters and two brothers.

Gerber had been a prominent individual in the Industry for the past 17 years and in the last few years was associated with Max Glass in the firm of Gerber and Glass Distributing Co. in Chicago. Together they distributed, on an exclusive basis, and caused to be manufactured exclusively for them, some of the big winners in the marble table field of yesteryear.

Gerber was very interested in baseball and made the Spring Training jaunt to Catalina each year with the Wrigley team under a special pass bestowed upon him years ago by Phil Wrigley. He never missed an opportunity to talk sports.

Paul made a name for himself in the Industry and he will not be quickly forgotten.

Modern Has Needle

NEW YORK—Modern Music Sales Co. are now testing a new needle for automatic phonograph use. Comments from phonograph operators assisting in the test are most favorable. The needle is said to eliminate noise and scratches.

* * *

And then there was the attorney who sat up all night—trying to break the widow's will.

WURLITZER — ROCK-OLA
USED PARTS—A-1 CONDITION

WURLITZER PARTS

Wurlitzer 616 Amplifiers with Tubes	$20.00
412 Amplifiers with Tubes	14.50
412 Speakers	6.50
616 Speakers	10.50
Motors	16.00
5c Coin Chute, Any Model	4.00
10-25c Coin Chutes, Any Model	1.25
Tone Arms 412-616	8.50
Parts Counter Models 24s, 500, 600	Write
Slides	.85
Coin Chute Assembly, All Models	7.50
Magazine Switch Boxes	1.50
25 Volt Transformers	1.50
Chokes for Amplifiers	1.00
Motor Drive Assembly, Complete	5.00
Main Gear	6.00
Record Trays, Plain	.35
Wurlitzer R.C., Complete with Cell-a-Noid Drum and Stepper	35.00
Wurlitzer Cell-a-Noid Drum, Complete with Junction Box, R.C., for 750E	35.00

ROCK-OLA PARTS

Drive Motor	$15.00
Turntable Motor	10.00
Amplifiers with Tubes 12-16	11.00
Speakers	6.00
Mica Pick-Ups	3.50
Micro Switches	1.35
Main Cutoff	1.00
Record Trays	.20
5-10-25c Coin Chute	2.50
5-10-25c 20 Rec.	7.50
Selectors, 12-16	2.00
Selectors, 20s	4.50

SEEBURG PARTS

Pick-Up Heads, not made by Seeburg, guaranteed 100 percent satisfaction or money back	$ 8.50
Seeburg Motors	17.50

Also Other Seeburg Parts

TUBES and NEW ACCESSORIES

2A3	$2.00	5W4G	$1.00
2051	2.60	5Y3	1.00
30	1.10	6A4	1.50
38	1.00	6B5	1.90
45	1.20	6C5	1.05
56	.75	6C6	1.05
57	.85	6F5	1.15
76	.85	6F6	1.00
77	.85	6J5	1.00
80	1.00	6J7	1.20
83	1.25	6K7	1.10
5Z3	1.60	6L6	1.75
5U4G	1.00	6N7	1.40
5V4G	1.40	6SC7	1.85

OHM Resistors, 10 Watt, All Sizes	$ .35
OHM Resistors, 20 Watt, All Sizes	.55
16 M.F. Condensers, 450 Volt	1.10
16 M.F. Condensers, All Metal, 450 Volt	1.85
Box 100 Carbon Resistors	3.00
In-Put Transformers	2.50

We Have Everything for the Amplifier.

Deposit Is Required With All Orders

ALBENA SALES CO. 587 10th AVE., N. Y. C. LONGACRE 5-8334

WANTED
PANTAGES METAL RACK TURNTABLE
15-UNIT WIRED MUSIC EQUIPMENT
•
BOX 545
COIN MACHINE REVIEW
1115 Venice Blvd., Los Angeles 15, Calif.

believe

It's Planting Time...

...AND WE'RE SEEDY AS HELL!

Don't wait for your Congressman to send you seeds this year. There's too much on tap on Capitol Hill for Congressmen to take time out for mailing seeds . . . but your Government wants you to plant a bigger Victory Garden this year than you did last.

So we're cooperating 100% and will supply every operator purchasing equipment totaling $200.00 or over, with sufficient seeds to plant a Victory Garden for a family of six WITHOUT COST. And, you can pick out the variety of seeds you like . . . for with each order received, accompanied by the coupon below, we will allow a FIVE DOLLAR CREDIT permitting you to buy your seeds in the quantities you like, where you like, and when you like. But, to qualify, the coupon MUST accompany your order, and it must reach us before the expiration date of March 15, 1944.

VICTORY SEED COUPON

This coupon, properly signed, and accompanied by a bona fide and acceptable order for equipment in excess of $200.00, entitles the holder to a Cash Allowance of $5.00 returnable for the purchase of Victory Garden Seeds through the compliments of the Jack Gutshall Distributing Company. This offer expires March 15, 1944.

SIGNED..... *Date*.....

NEW and USED BOXES

PACKARD PLA-MOR BOXES, New and Reconditioned like new, with cable.
BUCKLEY New Style 24 and 32-Record Boxes.
BUCKLEY Old Style 24-Record Boxes.
WURLITZER 331 Boxes (Some converted to 30-wire).
WURLITZER 320 Boxes.
SEEBURG 5, 10, 25 Bar Boxes.
SEEBURG Wireless.
SEEBURG 30-Wire.
KEENEY Regular and 30-Wire.
TWIN UNITS, 12 or 16.

WE HAVE IN STOCK A LARGE ASSORTMENT OF RECONDITIONED PHONOGRAPHS

We are equipped to repair all makes of phonographs, amplifiers and rewind your motors. Our stock of Parts is the largest in the city. Consult us on anything you might need. GOOD ROUTE FOR SALE!

NEEDLES

Every Operator has the "Needle Headache." We have the cure! Repoint your old stock of used needles the Bennett Way.
We have a large supply of NEW BENNETT NEEDLES. Commercial needle, 30c each in lots of 100. Home Type, that can be used on phonographs, 50c each in lots of 12 or more.

RECORDS

New PREMIER Release:
"FST"
"WHEN YOUR LIPS MEET MINE"
King Cole Trio
New EXCLUSIVE Release:
"MEXICO JOE"
"WHEN THE SHIPS COME SAILING HOME AGAIN"
Ivie Anderson and Ceelle Burke
"PLAY ME THE BLUES"
"NOW OR NEVER"
Ivie Anderson and Ceelle Burke
New MUSICRAFT Release:
"MY HEART TELLS ME"
"LITTLE DID I KNOW"
Phil Brito and Paul Lavalle Orchestra
"BY THE RIVER OF ROSES"
"SURREY WITH THE FRINGE ON TOP"
Phil Brito and Paul Lavalle Orchestra
PLUS THREE NEW RELEASES BY CAPITOL

THRIFTEE-FIX **The All-Purpose Glue that mends everything! Sample tube, 30c. Economy Pint, $1.75.**

Regardless of your equipment wants we will be glad to work with you and obtain your needs at the most favorable prices. See us first!

JACK GUTSHALL DISTRIBUTING CO.

1870 W. Washington Blvd. Los Angeles 7, Calif.
ROchester 2103

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

5★ EXTRA GOOD. Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ VERY GOOD. Possessing universal appeal. Suitable for any type of location.

3★ GOOD. Suitable for rounding out balanced programs. Numbers fading in popularity.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

BLUEBIRD

4★ 30-1819 Erskine Hawkins
CHERRY (FT VC)
COUNTRY BOY (FT)

CAPITOL

4★ 145 Stan Kenton
DO NOTHIN' TILL YOU HEAR FROM ME (FT VC)
HARLEM FOLK DANCE (FT)

4★ 146 Freddie Slack
SILVER WINGS IN THE MOONLIGHT (FT VC)
FURLOUGH FLING (FT)

4★ 147 Tex Ritter
HAVE I STAYED AWAY TOO LONG? (OT V)
THERE'S A GOLD STAR IN HER WINDOW (OT V)

DECCA

4★ 18578 Woody Herman
DO NOTHIN' TILL YOU HEAR FROM ME (FT VC)
BY THE RIVER OF THE ROSES (FT VC)

4★ 4427 Johnny Long
NO LOVE, NO NOTHIN' (FT VC)
YOU BETTER GIVE ME LOTS OF LOVIN', HONEY (FT VC)

3★ 4428 Lawrence Welk
CLEANIN' MY RIFLE (And Dreamin' Of You) (FT VC)
I WISH THAT I COULD HIDE INSIDE THIS LETTER (FT VC)

4★ 18582 Jimmy Dorsey
WHEN THEY ASK ABOUT YOU (FT VC)
MY FIRST LOVE (FT VC)

3★ 4429 Johnny Long
IN A FRIENDLY LITTLE HARBOR (FT VC)
I'VE HAD THIS FEELING BEFORE (FT VC)

3★ 4430 The Song Spinners
HAVE I STAYED AWAY TOO LONG? (V)
GOD BLESS MY DARLING, HE'S SOMEWHERE (V)

EXCLUSIVE

5★ 3117 Ceelle Burke's Orchestra
WHEN THE SHIPS COME SAILING HOME AGAIN (FT VC)
3113 Ivie Anderson and Ceelle Burke
MEXICO JOE (FT VC)

4★ 3116 Ceelle Burke's Orchestra
NOW OR NEVER (FT VC)
3114 Ivie Anderson and Ceelle Burke
PLAY ME THE BLUES (FT VC)

HIT

4★ 7073 Sonny Dunham
WHEN THEY ASK ABOUT YOU (FT VC)
I'LL BE AROUND (FT VC)

4★ 7074 Sonny Dunham
HOLIDAY FOR STRINGS (FT)
DON'T WORRY MOM (FT VC)

3★ 7075 Cootie Williams
NOW I KNOW (FT VC)
TESS'S TORCH SONG (FT VC)

MUSICRAFT

4★ 15015 Phil Brito and Paul Lavalle
MY HEART TELLS ME (V FT)
LITTLE DID I KNOW (V FT)

5★ 15016 Phil Brito and Paul Lavalle
SURREY WITH THE FRINGE ON TOP (V FT)
BY THE RIVER OF ROSES (V FT)

OKEH

3★ 6717 Cab Calloway
I'LL BE AROUND (FT VC)
VIRGINIA, GEORGIA AND CAROLINE (FT VC)

PREMIER

3★ 100 King Cole Trio
MY LIPS REMEMBER YOUR KISSES
F. S. T. (FT)

VICTOR

3★ 20-1553 Tommy Dorsey
THE NIGHT WE CALLED IT A DAY (FT VC)
ANOTHER ONE OF THEM THINGS (FT)

4★ 20-1544 David Rose-Artie Shaw
POINCIANA (FT)
DANCING IN THE DARK (FT)

3★ 20-1555 Vaughn Monroe-Freddy Martin
ALL FOR LOVE (FT VC)
EASY TO LOVE (FT VC)

4★ 20-1556 Duke Ellington
MAIN STEM (FT)
JOHNNY COME LATELY (FT)

FOR SALE
Ten Piece Unit A. M. I. Wired Music For Sale. Easy Terms.
ROYAL MUSIC COMPANY
823 Central Avenue
CHEYENNE, WYOMING

Lake Home Looted

HOLLYWOOD—The "squirrel habit" of storing away for a future use belongs to the squirrel family only, according to W. E. Simmons.

Simmons anticipated the shortage of bourbon sometime back and bought up a few cases of Old Taylor and Old Granddad and stored them up at his summer home at Lake Sherwood. Then along came a distress auction of canned goods in the warehouse building he occupies and he bought up almost a carload of canned stuffs "just to have them on hand when friends dropped in unexpectedly."

On a week-end jaunt up to the Lake in mid-January Simmons found "the friends (?)" had visited the place during the week, loaded up the bourbon and all of the liquor in a well stocked bar, the canned goods, five woolen blankets and a $25 fishing reel, and left leaving the front door wide open. Identity of "the friends" has not been established.

IMMEDIATE RECORD SERVICE
WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.

It Pays to Use VICTOR and BLUEBIRD RECORDS

Musicraft's Sinatra

NEW YORK.—Musicraft Corporation now has its very own Sinatra in the flesh of one Phil Brito who is currently debuting on Musicraft discs.

Brito is to receive a major build-up through Musicraft and already special streamers, 100,000 photos and tons of promotional material are on the way to Musicraft distributors in all parts of the country.

Paul Lavalle—he of the Woodbury Lower Basin Street Society program on Sunday nights—conducts his orchestra and backgrounds Brito on first quartet of tunes for Musicraft. Tunes, on the first four, include *My Heart Tells Me, Little Did I Know, By the River of Roses,* and *Surrey With the Fringe on Top.*

According to Musicraft, Brito is handsome and they intend to make him the pin-up boy of 1944.

Kleer-Flo Unit Installed

LOS ANGELES.—The E. T. Mape Music Co. has installed a Kleer-Flo chassis washing mechanism and is now offering this added service to music operators in the West.

The unit is nothing more than a good bath for a mechanism with the cleaning solvent directed where it will do the most good. A filter keeps the solvent clean and a forced nozzle shoots the cleaning stream into, and through, the most remote parts of a mechanism. The entire bath, plus a complete lubrication job for the mechanism, requires less than two hours and a brisk business is being enjoyed on the service.

Hat For Hedda

HOLLYWOOD — Spike Jones and his rub-a-dub-dub City Slickers are featuring a new tune these days entitled *A Hat For Hedda Hopper.* In retaliation Hedda has designed a *City Slicker Hat,* an amazing lid covered with tin whistles, kazoos, and tiny cowbells. Hedda calls the chapeau her "double duty" headpiece. She plays it as well as wears it.

The Jones boys have consulted the musicians' union claiming a personal foul.

Weston Music Chief

HOLLYWOOD — Paul Weston, former music arranger for Tommy Dorsey, Bob Crosby, Dinah Shore and other renowned artists, has been named recording director of Capitol Records, Inc.

Weston has a number of outstanding sides for Capitol to his credit, and will continue to make records for Capitol in addition to supervising other recordings.

* * *

"Mama, can the nurse fly?"
"Why do you ask that, precious?"
"'Cause papa just called her Angel."
"Yes, darling, she will soon fly."

Why the big swing—

to MIRACLE POINT?

Lower Cost Per Play

Miracle Point extra long life and performance reduces cost per play, increases profit.

You profit more using Miracle Points. Order from your record jobber or buy direct.

M. A. GERETT CORPORATION

722-724 WEST WINNEBAGO ST. • MILWAUKEE 5, WISCONSIN

A Music Operator Never "Knows It All"

by

Jack Gutshall

Jack Gutshall Dist. Co., Los Angeles

AFTER several years of operating automatic phonographs it's mighty easy for an operator to gain the opinion that he knows just about all there is to know about operating, that he can size up a location practically from the curb and know whether it is worth while installing a phonograph in, and if so the vintage machine the spot is worthy of. Sad it is too, that such opinions of one's own judgment are allowed to form for more often than not the operator will find his opinions were completely wrong.

Some of the most profitable and successful spots are located where you'd never expect such grosses and the intelligent operator will ferret out these spots and not let a pre-supposed opinion deter him in the least.

Operators are essentially salesmen for after installing a piece of equipment each subsequent visit amounts to keeping the location sold on the equipment AND the operator.

At Devil's Lake, a town of 5,500 in North Dakota, the Manns own a department store that does a business of $500,000 a year. A salesman driving through Devil's Lake and seeing only a moderate sized town, naturally assumed that there was not much business there for him, and hurried on to Fargo with 30,000 population where he was reasonably sure of getting a good-sized order. What he failed to understand was that paved roads had extended the trading area of Devil's Lake far beyond the corporate limits. Paved roads had likewise made it possible for the farmers around Devil's Lake to get their produce to market more easily and they had more time and money to spend in town.

JACK GUTSHALL

The same conditions have affected the music operator. Out-of-the-way spots are doing more business today than ever before because of their easy accessibility to a restricted area around them. Gas rationing and tire shortages have contributed substantially to this condition and therefore some of the little "hole-in-the-wall" establishments along the way may be even more lucrative spots for operating today than the gaudy tinselled establishments on a busy thoroughfare.

Another important factor to keep an eye on in music operating in the years ahead is the rural town which seems destined to play an increasingly important role in the expansion of American business. There is a far-reaching movement on foot to decentralize industry. The last depression taught industrialists that the only way our country could be made depression-proof was to make it possible for workers to have enough ground around their homes so that in an emergency, such as we had in 1933 and are again sampling today, they can grow things they eat. Obviously this plan is not feasible if industries are located in big cities. They have to get out into the country, and that is what they are doing and will continue to do just as fast as they can.

Looking ahead a few years it is easy to see where many of these towns which now

TURN PAGE

6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the changeover that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7
110—5Z3 to 5U4G
125—80 to 5T4, 5V4G, 5Y3 or 5Z4
126—83 to 5U4G or 5X4
$3.00 Each in lots of Six

#205—2A4G to 2051 (Seeburg Guns)
210—2A4G to 2051 (Remote Music)
215—70L7 to 7A4-7A5 (Seeburg Remote Boxes)
$6.50 Each, Minimum Shipment of Six

These have all been tried and proven thoroughly satisfactory. WE GUARANTEE SATISFACTION. Absolutely no worry, anyone can make the change, carry these in your service kit as standard equipment. One-third with order, balance C. O. D.

HERMITAGE MUSIC COMPANY

416A BROAD ST. NASHVILLE 3, TENN.

seem so unimportant will become the purchasing center for a thriving factory. So the wise operator is going to keep this trend in mind, and establish himself just as concretely as possible as the towns come into their own. Who can say what "tank town" of today might not become an important distributing center with dozens and dozens of profitable locations for coin-controlled equipment in the very near future.

These facts, and many more, prove why an operator should not become too self-sufficient, but should maintain an open mind at all times and never discard a prospective location or possible future location until he has thoroughly checked into the spot and applied the yardstick of sound thinking and reasoning and given the spot a chance to prove its own worth.

Dinah's New Handle

CAMDEN, N. J.—Servicemen have been vying for honors in the self-imposed contest of thinking up long involved titles to bestow upon their favorite pin-up girls. Take a long breath and read the one given to Victor's Dinah Shore by the South Pacific Marines. It is: "The Girl We'd Most Like To Dream Of While In A Coma Resulting From Malaria Contracted on Guadalcanal." That's all, brother!

* * *

"But surely you did not tell him straight out that you love him?"

"No fear, he had to squeeze it out of me."

IF YOU WANT TO
SELL
Any Type of Coin-Operated Equipment
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 34

WANTED
Authentic Relics of Maximilian and Carlota of Mexico
•
Give Full Description
(Photo if Possible)
and Best Cash Price
•
Box 1000
COIN MACHINE REVIEW
1115 Venice Blvd.
LOS ANGELES 15, CALIF.

REVIEW MUSICAL POPULARITY POLL

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

FEBRUARY, 1944

On Phonographs—

1. Shoo-Shoo Baby
2. Besame Mucho
3. They're Either Too Young or Too Old
4. My Heart Tells Me
5. My Ideal
6. Paper Doll
7. Cherry
8. No Love, No Nothin'
9. My Shining Hour
10. How Sweet You Are

On Radio—

1. Besame Mucho
2. By the River of Roses
3. For the First Time
4. Holiday for Strings
5. Mairzy Doats and Dozy Doats
6. How Sweet You Are
7. I Couldn't Sleep a Wink Last Night
8. My Heart Tells Me
9. Don't Sweetheart Me
10. I'll Be Around

Best Selling Sheet Music—

1. Mairzy Doats (Miller)
2. Shoo-Shoo Baby (Leeds)
3. No Love, No Nothin' (Triangle)
4. My Heart Tells Me (Bregman-Vocco-Conn)
5. Besame Mucho (Southern)
6. Paper Doll (Marks)
7. My Ideal (Paramount)
8. Oh, What a Beautiful Morning (Crawford)
9. My Shining Hour (Morris)
10. I Couldn't Sleep a Wink Last Night (Harms)

Best Selling Records—

1. Shoo-Shoo Baby (Ella Mae Morse) Capitol 143
2. My Heart Tells Me (Glen Gray) Decca 18567
3. Besame Mucho (Jimmy Dorsey) Decca 18574
4. No Love, No Nothin' (Ella Mae Morse) Capitol 143
5. Paper Doll (Mills Brothers) Decca 18318
6. My Shining Hour (Glen Gray) Decca 18567
7. Shoo-Shoo Baby (Andrews Sisters) Decca 18572
8. Star Eyes (Jimmy Dorsey) Decca 18571
9. I Couldn't Sleep a Wink Last Night (Frank Sinatra) Columbia 36687
10. Speak Low (Guy Lombardo) Decca 18573

On Wired Music—

1. No Love, No Nothin'
2. Besame Mucho
3. Shoo-Shoo Baby
4. Cherry
5. How Sweet You Are
6. My Shining Hour
7. Do Nothin' Till You Hear From Me
8. Paper Doll
9. They're Either Too Young or Too Old
10. My Ideal

Western Hit Parade—

1. No Letter Today (Ted Daffin's Texans)
2. They Took the Stars Out of Heaven (Floyd)
3. Born To Lose (Ted Daffin's Texans)
4. When My Blue Moon Turns To Gold Again (Wylie Walker and Jean Sullivan)
5. There's A Star Spangled Banner Waving Somewhere (Elton Britt)
6. End of the World (Jimmy Davis)
7. Home in San Antone (Bob Wills and Texas Playboys)
8. Try Me One More Time (Ernest Tubbs)
9. Don't Make Me Go To Bed and I'll Be Good (Roy Acuff)
10. So Long Pal (Al Dexter)

Sepia Hit Parade—

Top tunes in colored spots, supplied at press time by Otis Rene, of Excelsior Records, for exclusive publication in THE REVIEW:

1. Do Nothin' Till You Hear From Me (Duke Ellington) Victor
2. Hurry, Hurry (Benny Carter) Capitol
3. Shoo-Shoo Baby (Ella Mae Morse) Capitol
4. All For You (King Cole Trio) Capitol
5. Sweet Slumber (Lucky Millinder) Decca
6. G. I. Jive (Johnny Mercer) Capitol
7. Cherry (Harry James) Capitol
8. Solo Flight (Benny Goodman) Columbia
9. I'm Going to Pull My Hair (Cats and Fiddle) Bluebird
10. Ration Blues (Louis Jordan) Decca

Lucky Strike Hit Parade—

(February 12)

1. Shoo-Shoo Baby
2. My Heart Tells Me
3. Mairzy Doats and Dozy Doats
4. Besame Mucho
5. No Love, No Nothin'
6. My Ideal
7. Star Eyes
8. Speak Low
9. Paper Doll

Leuenhagen Busy

LOS ANGELES — The last month has been a busy one at W. H. Leuenhagen & Co. with a lot of the boys in to see Bill Leuenhagen, purchase equipment, and wish him well in his new service to operators.

Equipment sales have been brisk and operators have taken to the new specialized service provided, like a duck to water. Capable mechanics are on hand to care for any needed service on marble games, phonographs, amplifiers and remote control music installations.

Among those spotted on the day this reporter visited the establishment were Johnny Nelson, Dave Trojan, Jack Fogel, M. F. Tillotson, Long Beach and Irvin Gayer, San Bernardino.

Frank Reichard, formerly with General Music Co. and Jean Minthorne, has joined the firm to handle sales.

* * *

Mother: "Junior, be good and say 'Ah-h,' so doctor can get his finger out of your mouth."

Dealers! Stores! OPERATORS
IMMEDIATE SHIPMENT
DANCE ORCHESTRAS AND HARMONICA BANDS
Vocal Novelty Songs—"Rattlesnakin' Daddy"
Mary Ann McCarthy
"Flout the Foe" — "Winter, Winter" — "Mr. Franklin D and Mr. Winston C"
MINIMUM ORDER 12 Assorted [NO CATALOG] RECORDS WITH Lyric Pamphlets $5.50
CO-ED RECORDS, Sta. 1, Box 46, New York 26, N. Y.

L. A. County Assessed Values Deemed Fair

LOS ANGELES—With assessment time just ahead operators are naturally thinking of fair assessments for their equipment. In Los Angeles County a schedule has been prepared covering the various types of coin-controlled equipment and prominents in the industry deem the figures to be fair insofar as assessment values are concerned.

THE REVIEW is publishing the 1944 schedule for equipment in Los Angeles County for any value it might have for operators elsewhere in getting a fair consideration on their assessments.

	Assessed Values
AUTOMATIC PHONOGRAPHS	
1943-1944 (No New Models)	
1942 and 1941—Console, 20 to 24 Records	$200.00
(Includes Adapter. Add $5.00 for each Coin Bar or Wall Box.)	
Counter, 12 Records	70.00
1940—Console, 20 to 24 Records	130.00
(Includes Adapter. Add $5.00 for each Coin Bar or Wall Box.)	
Counter, 12 Records	50.00
1939—Console, 20 to 24 Records	90.00
(Includes Adapter. Add $5.00 for each Coin Bar or Wall Box.)	
Counter, 12 Records	30.00
1938—Console, 20 to 24 Records	60.00
(Includes Adapter. Add $5.00 for each Coin Bar or Wall Box.)	
1937 and Prior—Console, 16 Records	30.00
(Add $15.00 for Adapter. Add $5.00 for each Coin Bar or Wall Box)	
1937 and Prior—Console, 12 Records	20.00
(Add $15.00 for Adapter. Add $5.00 for each Coin Bar or Wall Box)	
The above assessed values include Records	
CANDY VENDING MACHINES	
Cigarette Type	
5 to 9 Column Machine	30.00
5 Column Machine, Old Type	20.00
4 Column Machine, Old Type	15.00
Gum-Mint Machine 5c	4.00
Double Column or Bowl Machine	4.00
Single Column or Bowl Machine	2.00
Single Column or Bowl Machine, Old Type	1.00
CIGARETTE VENDING MACHINES	
6 Column Machine, (sold new, subsequent and during 1936)	22.00
7 Column Machine	22.00
8 Column Machine	30.00
9, 10 or 11 Column Machines	33.00
12 or 15 Column Machines	35.00
6 Column Imperial (Sold prior to 1936)	22.00
Old 4, 5, and 6 Column Machines sold prior to 1936, except 6 Column Imperial	10.00
GUM VENDING MACHINES	
Counter Type	5.00
Bowl Type	2.00
Bowl Type, Old Type	1.00
PEANUT VENDING MACHINES	
Triple Column or Bowl Machine, Triselector Type	10.00
Double Column or Bowl Machine	4.00
Single Column or Bowl Machine	2.00
Single Column or Bowl Machine, Old Type	1.00
The Above Assessed Values Include Merchandise	
MARBLE GAMES	
1-ball games	80.00
5-ball games	20.00
Cranes	40.00
WEIGHING MACHINES	
Toledo, Large Type	40.00
Ordinary, Ticket and Large	25.00
Pedestal, Old Small Non-Ticket Type	10.00

Tobacco Held Up

LANCASTER, Pa.—Tobacco growers in this area are refusing to sell most of their 37,000,000 pounds of choice leaf tobacco claiming that the price set by the Office of Price Administration is too low. Set figures are 21 cents a pound for wrapper leaf, 7 cents a pound for filler and 10 cents a pound for ungraded crops. Most of this tobacco goes into cigars and stogies.

Down in Raleigh, N. C., it is stated that growers received an average of $49.44 a hundred for 3,919,720 pounds of burley tobacco sold on the Asheville and Boone markets in December. North Carolina growers have received an average for the season of $40.76, or $1.28 above the prices paid to January 1st of last year.

* * *

Did you hear about the Scotchman who took his girl for a ride in a taxi? She was so beautiful he could hardly keep his eye on the meter.

New Equipment Now Available

20 New ROCK-OLA Universal Tone Columns.....each **$75.00**

20 New ROCK-OLA Organ Tone Column Speakers.....each **$45.00**

6 New ROCK-OLA Moderne Tone Column Speakers.....each **$50.00**

10 New ROCK-OLA Tone-O-Lier Speakers.....each **$49.50**

50 Brand New ROCK-OLA Mystic Music Lock-Out Wall Boxes, each **$25.00**

WE HAVE *Well Established Route of 25 Machines, practically new, in concentrated area within the city of Los Angeles.*

Amplifying Our Service to Rock-Ola Music Operators in This Area We Now Have an Experienced Service Man Available for Outside Calls

EXCLUSIVE ROCK-OLA DISTRIBUTOR FOR SOUTHERN CALIFORNIA AND NEVADA

JEAN J. MINTHORNE

2916-2920 West Pico Blvd. PArkway 1179 Los Angeles 6, Calif.

MISERY

(Continued from Page 3)

been changed to .642 of an inch in diameter, the Association filed protests with OPA within two days of the announcement, but was advised that the contract for the smaller size tokens had already been let.

The Northwestern Corp., peace-time manufacturers of vending machines, issued a warning to the trade and asked operators to wire protests but such protests have been ignored by OPA. "Regardless of the number of machines in operation operators are going to find these tokens jamming certain machines, making untold service calls and loss of profits while out of commission. If they do not jam, they are liable to operate, which means a potential two billion slugs to be gathered up at the expense of operators," said a Northwestern official.

Meanwhile Representative Fred E. Busby (Illinois) has asked for a Congressional investigation into the $2,380,000.00 token order which he claims was placed without receiving bids and that "if subject to review by the general accounting office, would be immediately cancelled."

Laymon Pushing Two

LOS ANGELES—Two conversions are occupying the center of attention at the jobbing establishment of Paul A. Laymon. Both are from Bell Products and first is Sportsman, a reconversion from Blue Grass, Dark Horse, Sport Special, Record Time or Sport Event. Second, and newest, is Rockingham, a 1944 conversion similar in player appeal to Fairmount, and converted from Grand Stand, Grand National and Pace Maker.

Laymon reports a fine reception from operators on both games.

* * *

Mother—I'm wondering about that young man who comes to see you every night. What are his intentions?

Daughter—I don't know, mother. He keeps me in the dark.

Faith In Your Uncle

By AUBREY STEMLER

Los Angeles Manager of Clark Distributing Co.

A GREAT DEAL has been said about the purchase of War Bonds and Stamps and also we occasionally hear a smart guy popping off that he did not intend buying bonds because he did not think that the United States Government would ever redeem them.

We of the Coin Machine Industry have been classified as non-essential but we do believe differently, and the very best way we can refute both of the above statements is to buy plenty of bonds and tell plenty of people that we are proud of the chance to, in this small way, express our faith in the old gentleman with the whiskers.

You have all heard the gag about placing a silver dollar in your fist before you "smack someone on the button" so it will leave a more lasting impression. Has it ever occurred to you to stop and consider how many more lasting impressions a boy in khaki can leave on a Jap with every eighteen dollar and seventy-five cent purchase you make?

There is also a very handy excuse used by many people to explain their failure to invest in the future of their country and that is "I can't afford to buy."

When it comes time to land on the beach for the purpose of shoving those "brown termites" back where they belong a soldier does not have the opportunity to say he is too busy or that he can't afford to do that job just now.

Wouldn't it be a terrific chore if we all had to change our coin chutes over to fit Jap money? Such a thought sounds very fantastic to those of us who are far removed from direct contact with the enemy but just pause a moment and recall that there were many, many thousands of German marks shoved down the Frenchmen's throats; and it could happen here!

Aubrey Stemler

The Clark Distributing Co. is cooperating with our government and has placed the services of their office staff at your disposal to take your application for bonds in the name of the Coin Machine Industry.

CIGARETTES

(Continued from Page 19)

Camels Second

Camels increase domestically of 7.3% is unexpected in view of the drastic scarcity of this brand. Without this handicap Camels would undoubtedly show an increase equal to any. As all vendors know, the demand for Camels is embarrassingly insistent.

Chesterfields Made 51½ Billion Cigarettes Last Year

Steady and consistent, Chesterfields continue to be one of the major money makers for vendors. Their cooperation with the vending machine industry during this period of scarcity will long be remembered.

Philip Morris Gained 20% in Domestic Sales

This brand has been hampered by voluntary rationing and the demand has seemed to grow week by week. A vendor's money making brand with a friendly policy to vending machines.

Old Gold Again Shows Biggest Per Cent of Gain of All Brands

For 1942, you may recall, Old Gold had an increase of 83%. The famous boost given this brand by *Reader's Digest* skyrocketed Old Gold's sales that year. It would be natural, after such an abnormal increase in 1942, to see a less than normal gain in 1943. However O.G.'s 1943 "step up" was 27.3% (domestic), the largest gain of any brand. Old Golds have been hard to get too. Watch this brand, vendors, it's a "comer".

Long Cigarettes Do Not Show a Gain

Tobacco magazines, all thru the year, have been quoting heavy gains for long cigarettes. Mr. Wootten's table of statistics tells a different story. All long brands had a total production for 1942 of just under 15 billion and for 1943 of 14-8/10 billion. Thus they showed a very slight loss rather than a gain. We do not know where the tobacco magazines get their figures but we will put our money on Mr. Wootten.

* * *

Host (to guest): "Do you know the difference between home-made and imported rye?"

Guest: "No."

Host: "This is imported rye."

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

EACH STAR REPRESENTS AN ATLAS MAN IN SERVICE

EQUIPMENT

New Supreme Shoot Your Way to Tokyo	$330.00	5c & 25c Super Bell	Write
Jenn. Golf-a-Rola, Latest Model	139.50	5c & 5c Super Bell	Write
New 4 Bell Cabinet	27.50	Bally Defender	Write
Exhibit Rotary Merchandiser. Claw Type, Nov. Candy Vendor	149.50	Keeney Super Bell	$239.50
Mills Spinning Reels	125.00	Hi Hand	154.50
		Pace Reels, 5c, P.O., Chrome Railing	132.50
		Pace Saratoga, Comb. F.P. or P.O.	169.50
		Bally Club Bell	239.50
		Jenn. Cigarolla, Mod. V	79.50
		Mills Owl, F.P.	89.50
		Kentucky Club	94.50
		Skill Time	94.50
		Fast Time, P.O. or F.P.	89.50

Rebuilt by Mills 5c-10c-25c Club Bells—Four Bells Write

Groetch, Columbia, GA	$ 82.50
Keeney Submarine	209.50
West. Baseball	109.50
Gottlieb Skeeballette	94.50
Jumbo F.P. Late Head	109.50
Jumbo, P.O. Late Head	129.50
Seeburg Jap Gun	159.50
Seeb. Shoot Chutes	159.50
Jenn. Bobtail, P.O.	129.50

PARTS

Phono. Condensers	Write
Complete Stock of Miniature Bulbs	Write

Mills MAIN CLOCK GEAR, Complete..... $3.50

TUBES

2A3	$2.00	76	$ .95
38	1.15	2051	2.55
6J5	.95	89	1.05
6L6	2.00	5U4	1.05
6F8G	1.35	35L6	1.05
6B8G	1.35	5Y3	.75

Other Types—Write.

Mills Escalator Glasses	$ .75
Mills Reel Glasses	.50
Mills J.P. Glasses	1.25

SLOT CLOCKS Rebuilt Like New Send Yours for Repair

3000 Ohm Variable Resistor for Chicken Sam, Jail Bird, Chutes..... $2.25 Immediate Delivery

Panoram Projector Bulbs	$4.75
Exciter Lamp	.65

WRITE FOR LATEST PARTS LIST!

A Thousand and One Items on Our Simplified Forms!

Send Check in Full on Orders Under $10—1/3 Deposit on Orders Over $10

Home of Personal Service Since 1931

ATLAS NOVELTY COMPANY

2200 N. Western Ave. Chicago 47, Illinois

YOU CANNOT BUY SILK FOR THE PRICE OF COTTON!

MARIO SANTOS
Associate Musical Supervisor

CHUY CASTILLON
Associate Musical Supervisor

Theaters gauge their receipts by the quality of the pictures they exhibit. Panoram Operators are in the same category for a good film means good income.

The trade is, at present, confronted with the problem of how to obtain good subjects suitable for use in the regular Panoram and those converted into Peep Shows alike. A quick look behind the production curtains of the producers of "quickie-talkies" will invariably show why this problem exists. A producer employs a nice looking girl for a flat fee of $15.00 per day. During an 8-hour schedule she makes about six subjects to the accompaniment of phonograph records. You can use your own judgment as to the quality of a picture produced under such a set-up.

When I entered this field of amusement I established a policy of always endeavoring to give the trade what they asked for—GOOD SUBJECTS produced in a showmanship fashion and always employing talent of known repute. Therefore, stars like ISABELITO CASTRO, now under contract to major studios, will be starred on all films released by our Fine Art Films.

Space is limited, but you will be interested in the calibre of the personnel active in the creation of Fine Art Films. Coaching our stars and rehearsing them for their appearance before the cameras, is Leo Wolf, owner of one of Hollywood's vocal studios coaching some of the biggest stars for major productions.

Chuy Castillon and Mario Santos of the Guadalajara Trio, famous artists from our friendly, neighboring Republic of Mexico, are under contract to supervise music on subjects featuring Latin American artists.

Handling the actual production is TELEFILM, the number one studio in the Industry for 16 MM sound pictures. J. A. Thomas and Peter Comandini, Telefilm executives; Robert Finch, sound technician, and Peter Gioga, sound engineer, are contributing their respective talents to making our releases tops. No expense or time has been spared to produce pictures that will please the public and MAKE MONEY for operators of sound equipment. It has been proven by SOUNDIES that good subjects with good talent cost from $1500 to $2500 per subject.

J. A. THOMAS
Telefilm Executive

ROBERT FINCH
Sound Technician

PETER GIOGA
Sound Engineer

LEO WOLF
Vocal and Dancing Coach

The above will give you an idea of the subjects that will be released by Fine Art Films.

AN UNUSUAL PICTURE SOLD UNDER AN UNUSUAL GUARANTEE!

Here is our guarantee of satisfaction to operators and picture exchanges: "After you have purchased our first release, 'RHUMBA LATINA', starring Isabelita Castro, at our special rate of $7.50; try it on your own sound machine. If, in your opinion, it is not the best subject ever released, I will refund the purchase price."

Additional releases are available—6 subjects to the reel, at $6.00 per subject.

PETER COMANDINI
Telefilm Executive

Above photo was taken in New Chinatown, Mills Panorams operating for one evening prod Paralysis Fund.

of the War
tment.

ON Backing the Attack!

War Effort

WM.

2738 CINCINNATI STREET

OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Nathanson Adds Space

LOS ANGELES — The tremendous demand for Panoram Peep Show Conversions since the first announcement in THE REVIEW, and the addition of the Standard and DeLuxe model, has made it necessary for Wm. Nathanson to add additional quarters at 2739½ Brooklyn Avenue for manufacturing activities. The demand for units continues brisk and more than 25 leading jobbers and distributors across the country, including International Mutoscope Corporation, are handling the Conversions.

Nathanson has expanded and is now invading the film producing field and has already made his first film designed exclusively for the coin-movie trade. Initial announcement is in this issue.

At present Nathanson has one of the largest stocks of used Panorams in the country and undoubtedly the largest stock on the Pacific Coast.

Webb Leaves Rock-Ola

CHICAGO—Following close on the heels of the announcement that Jack Nelson had left Rock-Ola Manufacturing Corp. as Vice President and General Sales Manager, comes the announcement that I. F. Webb has also severed his connections with the organization. Webb had been with Rock-Ola for a number of years and was active in promoting the sales of automatic phonographs.

His plans for the future were not revealed.

Kearns Buying Big

LOS ANGELES—Tommy Kearns who tarries at a ranch in Chatsworth when in the States, and maintains a big jobbing and distributing establishment in the Hawaiian Islands, is making the rounds and buying again for his Island outlets. Kearns states the demand for merchandise from the States is terrific in the Islands and ample cash is waiting for anything that can be shipped from here.

* * *

Father—So your new boy friend is one of the big guns in industry?

Daughter—Sure, he's been fired seven times that I know of!

He Likes Us!

THE REVIEW:

Your "dun" is the most "come-on dun" I ever received and you will find my check enclosed.

Even though I am out of the Coin Machine operating business, I am still anxious to tell you that your magazine is worth double the price to any one who wants to know what really is going on with the folks that are out in front helping to win the freedom and future security that our forefathers laid down in our Constitution. (I'm talking about our kind of folks.)

I may not ever re-enter the operating business, but I wish to take this opportunity to tell you that I think you are doing a great big job, and as long as you are on the beam like you have always been, I want your magazine. And, if you feel justified in raising your charge, just add it to the "dun" and don't let me lose one issue. That's how I feel about THE REVIEW.

A. W. B., San Antonio, Tex.

Doings At Badger

LOS ANGELES—An enlarged office crew is now active at Badger Sales Co. helping Bill Happel take care of the tremendous volume of business the firm is enjoying.

Al Griebahn, assistant sales manager, made a trip during the month to Phoenix and contacted several operators. Mrs. Griebahn accompanied Al and they visited with her brother who is in the Army and stationed near Phoenix.

Bill Happel's nephew, William E., was heard from this month. He enlisted in the Navy and is now in the South Pacific. He specifically asked for the "dope from Pico Street."

In Milwaukee Bill's brother, Carl, is rounding out another year with the Wisconsin Home Guards. A handsome picture of Carl in uniform is now gracing Bill's desk.

PARAGRAFACTS

- An extra pound in the weight of a commercial airplane costs from $100. to $500. in transportation alone during the normal life of the plane.
- A new additive for lubricating oils combines detergent properties which keep the lubricated surfaces of automotive engines cleaner and antioxidant properties which minimize gumming of the oil.
- Synthetic rubber has so much less tack (stickiness) than plantation rubber that the Germans add the natural product to the synthetic to make it work well, but in this country many synthetic "tackifiers" have been suggested to do the job better.
- Wood acquires enhanced values when converted into a plastic by introducing chemicals which react with its cellulose or lignin content.
- Electric currents over the extreme ranges of frequency now used require special insulating materials of which polystyrene made from the purest styrene is the best.
- High frequency electric fields heat objects from the inside out and are now used in dehydrating foods to extremely low moisture content and in faster molding of synthetic plastics. Future uses include cooking in the home.
- A new suit-case size sound recorder-reproducer makes a record of voice or music extending over eight hours on a continuous ribbon of cellophane 320 feet long.
- Plastic coated rayon and cotton yarns make window screenings and other screenings closely resembling wire screening but completely free from corrosion troubles.

New Firms Formed

CHICAGO — Three new organizations were formed during the past month in various parts of the country and headed by prominents of long standing in the industry.

Frank Swartz, former owner of the D. and S. Novelty Co., Rockford, Ill., has formed a new firm in Poplar Bluff, Mo., to be known as the Broadway Sales Co. Firm supplants the former George Rowland Sales Co.

In Baltimore, Md., Roy McGinnis and Max Lesnick have formed a new organization to be known as the Baltimore Musical Sales Co. Firm will distribute phonographs, records and allied lines. The former Oriole building on Mount Royal Avenue is the home of the new firm.

The Norwood Music Co. is the name of a new sales organization formed in Norwood, Ga. by Ed Heath, owner and operator of the Heath Music Co., Gainesville, Ga. Norwood Music will buy and sell music equipment and has a good stock to start business with.

PACKARD ADAPTERS — FOR SALE

5—Maple adapter—Single 16 Wurlitzer, ea.	$35.00
3—Willow adapter—Single 20 Seeburg	42.50
18—Chestnut adapter—Single 20 Mills	37.50
8—Cedar adapter—500-A Wurlitzer	50.00
7—Juniper adapter—700-800 Wurlitzer	45.00
2—Emerald Steel Cabinet—Twin	37.50
3—Iris 500 Speaker, complete	75.00

Keeney Submarine	209.50
West. Baseball	109.50
Gottlieb Skeeballette	94.50
Jumbo F.P. Late Head	109.50
Jumbo, P.O. Late Head	129.50
Seeburg Jap Gun	159.50
Seeb. Shoot Chutes	159.50
Jenn. Bobtail, P.O.	129.50

Photo. Condensers ..... Write
Complete Stock of Miniature Bulbs ..... Write

Mills MAIN CLOCK GEAR, Complete..... $3.50

3000 Ohm Variable Resistor for Chicken Sam, Jail Bird, Chutes..... $2.25
Immediate Delivery

Panoram Projector Bulbs $4.75
Exciter Lamp ..... .65

WRITE FOR LATEST PARTS LIST!

A Thousand and One Items on Our Simplified Forms!
Send Check in Full on Orders Under $10—1/3 Deposit on Orders Over $10
Home of Personal Service Since 1931

ATLAS NOVELTY COMPANY
2200 N. Western Ave. Chicago 47, Illinois

If You Want to Buy
One Balls, FP & Cash
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 36

for THIS battle, G.H.Q. is at YOUR own desk!

★ Here's how you—yes, YOU—can carry out a smashing "pincer movement" against the Axis. Swing in on one flank with increased production of war goods! Drive in on the other with redoubled purchases of War Bonds through your Pay-Roll Savings Plan!

You're an officer in both of these drives. Your personal leadership is equally vital to both. But have you followed the progress of your Pay-Roll Savings Plan as closely as you have your production?

Do you know about the new Treasury Department quotas for the current Pay-Roll Allotment Drive? *Quotas running about 50% above the former figures?* You see, these new quotas are based on the fact that the armed forces need more money than ever to win the war, while the average worker has more money than ever before to spend. Particularly so, on a *family income* basis—since in so many families several members are working, now.

Remember, the bond charts of today are the sales curves of tomorrow! Not only will these War Bonds implement our victory—they'll guard against inflation, and they'll furnish billions of dollars of purchasing power to help American business re-establish itself in the markets of peace.

So get this new family income plan working at once. Your local War Finance Committee will give you all the details of the new plan. Act today!

This advertisement prepared under the auspices of the War Advertising Council and the U. S. Treasury Department.

LET'S KEEP ON Backing the Attack!

This Space is a Contribution to America's All-Out War Effort

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Selling Yourself

The operator who gets and holds the best locations in his city or town is the operator who knows how to sell himself.

At school they taught you almost everything except the things you most needed to know. You, of course, did not know at that time that you were to be a coin-controlled machine operator. They gave you knowledge, training in special abilities, even suggested how you might get ahead in a profession or business. They taught you the merit system. That is the system that claims the world rewards you according to how much ability you have and how hard you work. In my opinion, your school and my school were wrong about that. The world rewards you not according to how capable you are but how well you sell yourself.

Millions of people have kicks coming about the world and the way it is run, but in every profession, the people at the top—those who reap the greatest harvest—are not the ones who actually know the most. Their subordinates may have more real ability than they, but those at the top get themselves across while those with ability to burn get a fair salary but never get out where the world can see them.

We all know men with titles such as "Big Shot." Yet, we feel he isn't as smart as we are. Still, he gets the big rewards, but let's not judge him wrongly. He may not be as smart according to the merit system but he must be smarter according to the "Get There System," which in reality is the knack of selling yourself. That is the only system on which the world pays off.

Let us not blame our teachers or the merit system but school yourself today in selling yourself. It is the thing every operator most needs to know to get and hold those best locations. When you sell yourself, you sell living merchandise and live people buy you. That in the end is what selling yourself amounts to. You make yourself and your service important to your locations.

If it were ever necessary to learn how to sell yourself, it is necessary now. The streets are wider, and as a result, the sidewalks are being made narrower. It takes a good man to cross those wide streets today without being run down, but to the individual who is a "Get There" specialist, no street is too wide, no crossing too dangerous to prevent him from reaching his goal.

You need not try to be noble, saintly, or perfect. You are simply out to sell yourself following the laws all other important people have followed in order to "Get There." Isn't that what you are after?

—W. E. S.

Group Seeks Funds

CHICAGO—The Temporary Committee of the National Coin Machine Association, has sent out a plea for funds to operators, jobbers and distributors throughout the country, to help put across the Associations' first good-will gesture—the publishing and distributing of a large cardboard poster depicting a mail time scene at an army camp with all the boys but one reading letters from home. Poster carries caption: "Some Boy Forgotten?" and suggests "Write to him Today!"

The following letter is being mailed in connection with the campaign:

February 12, 1944.

You will find enclosed a cartoon which we have had prepared and imprinted on a large cardboard poster and which we plan to have displayed in every factory, tavern, restaurant, store, bus, trolley car, etc. throughout the entire country.

In conjunction with the above, we have also planned a small cartoon sticker similar to the enclosure which is to be displayed on every phonograph, cigarette machine, pin game, and every type of coin machine in operation.

You can readily see what a tremendous effect this will have on the public in so far as good will for the entire coin machine industry is concerned. Since this can only be a success through the cooperation of everyone engaged in the coin machine business, we have directed this letter to you.

The two important factors necessary for our success are first funds, and second distribution. To obtain these we have decided on the following: To contact directly or indirectly every operator, distributor, and manufacturer in the coin machine industry, asking for a contribution which will be used to pay for the printing. To solicit everyone engaged in our industry to distribute these posters so as to cover every city, town, and village in the nation.

The Association has been incorporated in the State of Illinois as a Not For Profit Corporation, and for your information, that part of the Articles of Incorporation dealing with the purposes for which the corporation is organized read as follows:

"The corporation is organized for educational purposes exclusively and to educate civilian residents and citizens of the United States to the need for and benefits of corresponding with members of the Armed Forces of the United States of America. To carry on educational campaigns by means of posters, direct mail, newspaper editorials, literature, broadcasts, and otherwise.

"No part of the net earnings of the corporation shall inure to the benefit of any member or individual and no part of the activities of the corporation shall consist of carrying on propaganda, or otherwise attempting to influence legislation."

The names of the officers of this corporation and the address of a central office (probably in Chicago) will be announced shortly, in the "Billboard" and other trade publications.

Because of the nature of the campaign, contributions can be deducted from your income tax.

Since we realize we cannot directly reach every individual operator, we are requesting that you convey our plans to those with whom you come in contact.

We know that every coin machine man in the country will realize the benefits he can derive by putting this campaign over, and we feel sure we can count on you for cooperation.

Contributions should be made payable to the National Coin Machine Association and forwarded to any member of the committee.

NATIONAL COIN MACHINE ASSOCIATION

* * *

"I understand Jones is reclassified 1-A after being in 4-F. How did he pass his physical?"

"Oh, the last time the doctor just felt him—he was warm, so he was in."

* * *

Sallie: "It's a shame to send all those nice Marines to Australia. What will they do there?"

Sadie: "What'll they do! Ain't you ever been out with a Marine?"

* * *

An English lawyer was entertaining a member of the New York bar, now in the United States Army. The Englishman showed his guest a picture of Ghandi in an illustrated paper and said:

"You'd hardly believe it, but Ghandi used to be a lawyer."

"Is that so?" said the American. "He looks to me more as if he had been a lawyer's client."

* * *

British bombers were over Berlin, the sirens were screaming and people were racing for the shelters.

"Hurry up!" cried the housewife to her spouse.

"I can't find my false teeth," called the befuddled and tardy husband.

"False teeth!" returned the exasperated wife. "What do you think they're dropping? Sandwiches?"

* * *

"Oh, doctor," said the young lady, "will the scar show?"

"That, Madam," said the doctor, "is entirely up to you."

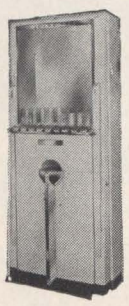
* * *

"How are you getting along at home while your wife's away?"

"Fine. I've reached the height of efficiency. I can put on my socks from either end."

CIGARETTE & CANDY MACHINES

Aces High — In Quality and Value — The Very Best in Reconditioned Equipment That Can Be Bought Today!



U-NEED-A-PAK CANDY MACHINES

102 Bar Capacity—Completely Rebuilt and Refinished—Like New $60.00

ALL MAKES AND MODELS OF CIGARETTE MACHINES

Attractive in Appearance—Mechanically Perfect—Ready For Locations

1/3 Deposit; Balance C.O.D.

MIRRORS For All Makes and Models and

COMPLETE STOCK OF U-NEED-A-PAK PARTS AVAILABLE

UNEEDA VENDING SERVICE, 195 Avenue O, Brooklyn 4, N.Y.

If You Want to Buy

Arcade Equipment

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 38

Bargain Mart

5c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS—

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

EXPERT SLOT REPAIRING—

We specialize in repairing slot machines. Special attention given to clock and escalator troubles, payout irregularities, spring tension, timing, frequency of synchronization, percentage, anti-cheat, and all slot adjustments. H. R. GRAHAM, 212 East Palmer Avenue, Glendale 5, Calif. Phone: CItrus 1-1093. (TF-C)

WANTED—

Scales, Card Venders. Have for sale: Jergens Lotion 1c, Handkerchiefs 10c; Peanut Venders. AUSTIN, 3234 Sterling, Alameda, Calif. (DJF-P)

WANTED AT ONCE—

Radio Rifles. Also Bally King Pins, Photomatic Machines, Photoframes. Will pay top dollar. Any quantity. Advise condition, price, etc. LEMKE COIN MACHINE CO., 31 West Vernor, Detroit 1, Michigan. (DJF-P)

BARGAINS—

In all kinds and types of 5c Selective Candy Bar Vending Machines, $19.50 up; also many 1c vendors and LoBoy 1c all porcelain weighing scales. Write today! ADAAR COMPANY, 733 South Euclid Avenue, Oak Park Ill. (JFMA-P)

FOR SALE—

16 electric, brand new Popmatic, 5c, pop corn machines—the most perfect machine; Arcade and Pin Game Equipment in perfect condition. Will sell low, or trade, for Rock-Ola Monarch, Standard or De Luxe music machines. Write DIXIE VENDING MACHINE CO., Anniston, Alabama. (FMA-P)

WANTED—

Phonograph Records. Highest price paid for used Race, Blues and Swing records. BILL MORRISON, 6723 Avenue V, Houston 11, Texas. (FMA-P)

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 485, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

WANTED—

One used portable 5c Counting machine. L. S. COPELAND, 1303 Carondelet St., New Orleans, La. (FMA-P)

WANTED—

Bally Bumper Pin Games, regardless of condition. When writing give condition and price. FOR SALE: All kinds Bulk Venders, Phonographs, Ray Guns, Pin Game parts, etc., Slot Machines. AUSTIN, 3234 Sterling Avenue, Alameda, Calif. (M-P)

FOR SALE—

Packard adapter for Mills Phonograph and seventy-five feet 30-wire cable, price $65.00 includes adapter and wire. Cannot supply wire alone. WESTERN DISTRIBUTORS (factory representatives for Nickel Nudgers) 1226 S. W. 16th Avenue, Portland 5, Oregon. (MAM-P)

WANTED—

One Portable 5c Counting Machine. MACKS MUSIC, Grand Island, Nebr. (MAM-P)

RECONDITION YOUR PACKARD BOXES

FOR THE DURATION

Boxes are completely dis-assembled, every part cleaned and checked. Satisfaction guaranteed or no charge.

$3.00 per box

F. o. b. Los Angeles

JIMMIE DYER

5801 Lexington, Los Angeles 38, Cal.

WILL BUY FOR CASH—

Wrecked or damaged slot machines, Q. T.'s, Vest Pockets. Also want Escalators, clocks and other parts. H. R. GRAHAM, 212 East Palmer Ave., Glendale 5, Calif. Phone: CItrus 1-1093.

FOR SALE—

New penny peanut Shipman Machines. Make best offer for twenty I have left. SYRACUSE SALES CO., Box 741, Syracuse, N. Y. (DJF-P)

WANTED TO BUY—

Pin Game Route or Cigarette Machine Route in California. BOX 540, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (M-C)

WANTED—

Latest Model Phonographs. Please quote your prices and write CASINO NOVELTY COMPANY, P. O. Box 4152, Tampa, Fla. (MAM-P)

200 PEANUT MACHINES—

Northwestern 33 and Columbus Model M; porcelain, vice grip locks, like new, $4.00 each. FLETCHER NOVELTY CO., Chariton, Iowa. (MAM-P)

FOR SALE—

3 new Buckley Daily Double Track Odds, never out of crates, Write; 25 cent Jennings 2/4 pay Slot, $100.00; 10 cent Mills War Eagle 2/4 pay, $75.00; 5 cent Blue Fronts 3/5 pay, $137.50; 10 cent Blue Fronts 3/5 pay, $165.00; all refinished and in working order. J. EDWIN THAMERT, 1402 Harrison Blvd., Boise, Idaho. (M-P)

FOR SALE—

Four Streamlined Automatic Duck Pin Bowling Alleys for $1100.00 or two Alleys for $600.00. PETERSON, 525 16th Avenue, Rockford, Ill. (MAM-P)

FOR SALE—

15 Northwestern Tri-Selector nut machines, guaranteed like new, $16.50. Cabinet bases to match, $3.50. PLOUS, 713 South Broadway, Green Bay, Wisconsin. (M-C)

WANTED TO BUY—

Mills Q. T. Slots, Glitter Gold or late models. Fruit reels only. Give condition and price. GENERAL MUSIC COMPANY, 2277 West Pico Blvd., Los Angeles 6, Calif. (M-D)

WE WILL BUY—

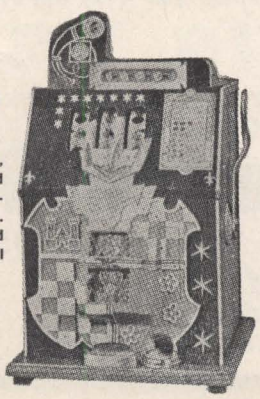
all of your old stock used needles that will take a repoint. After grading, we will return all throw-outs to you with our check for those repointed. We pay $25.00 a thousand for usable needles or two and a half cents each any quantity repointed. ALPHA DISTRIBUTING COMPANY, 1025 North Highland Avenue, Hollywood 38, California. (M-P)

SLOT MACHINES REPAIRED and REFINISHED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Have them buffed and painted. We call and deliver.

Coin Machine Service

1070 Thompson St. Glendale 1, Calif. Tele. CItrus 3-3721



HERE IS YOUR HANDY "AD ORDER" BLANK

COIN MACHINE REVIEW,
1115 Venice Blvd.
Los Angeles 15, Calif.

SEND CASH WITH ORDER { **5c a Word** **3 Insertions at Price of 2**

Kindly insert the following ad.....times in your "BARGAIN MART" section. Herewith is remittance in full in the amount of $.....

BLIND ADS 10c EXTRA TO COVER COST OF POSTAGE

AD COPY.....

.....

.....

Name and address should be included in the word count. Copy must reach Los Angeles office by tenth of each month.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

CIGARETTE AND CANDY

Vending Machines — All makes and models, lowest prices, from operators being drafted. Uneedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 North Ashland, Chicago. (FMA-P)

8 ERIE DIGGERS

30 National Selective 5c Candy Bar Machines, $22.50 each. 10 Mutoscope—Merchantmen Diggers, Cigarette Machines, Watling Scales—low model. NATIONAL, 4242 Market, Philadelphia, Pa. (FMA-P)

WANTED FOR CASH

Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 1417½ West Pico Blvd., Los Angeles 15, Calif. (TF)

PHONOGRAPH RECORDS WANTED—

Devie says there are nine grades of used records. In the Los Angeles-Southern California area Devie is stubbornly paying fourteen cents each for used records of the fourth grade up, despite indications of lower prices to come. Devie will come to you quickly. Write, telephone DEVIE'S RECORD STORES, 1624 East Huntington Drive, Monrovia, California. (TF-C)

HELP WANTED

Thoroughly experienced Phonograph Mechanic by established jobber in Southern California. Top salary. BOX 550, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (M-C)

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March, 1944

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in Coin-Operated Equipment

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THE ANNUAL SPRING NUMBER

Plus THE ANNUAL ARCADE NUMBER

TOGETHER - - IN OUR APRIL ISSUE

This year, for the first time in 11 years, the Annual Spring Number and the Arcade Special are being combined, due to paper rationing. This combination issue will still enjoy the circulation bonus of 15% you have had in past years and this year, with our combination number, the editorial matter will surpass any previous year. You won't want to miss being part of this gala issue. First come—first served, so get in touch with our nearest office today. This combination issue will be in the mails on March 20th and (under our new dating) your copy will be alive and talking for you for FIVE FULL WEEKS. Deadline is

MARCH 13th

Get in Touch With Our Nearest Office Today!

The COIN MACHINE REVIEW

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35 E. Wacker Drive
CEntral 1112

NEW YORK 17:
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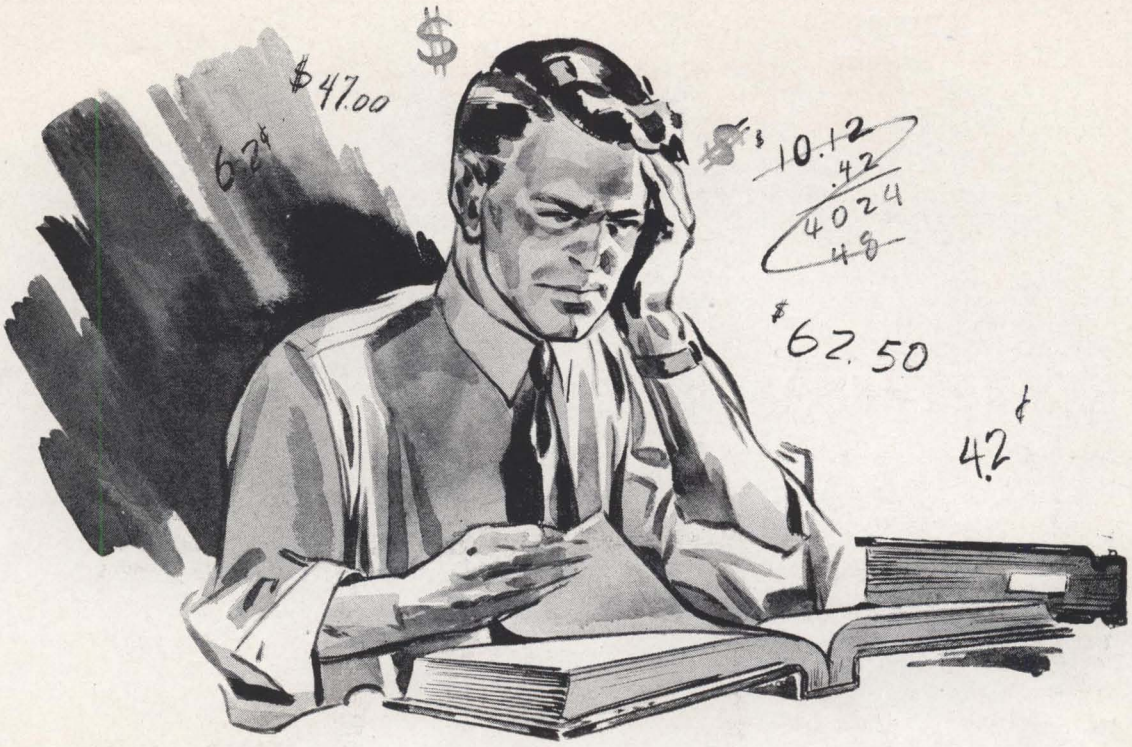
Murray Hill 2-5589



IS THERE A BUGABOO IN YOUR BOOKKEEPING DEPARTMENT?

It seems as if all the bookkeepers have gone to war. Anyway, many a Music Merchant to whom phonograph records are duck soup—finds *clerical* records an endless headache.

Part of Clark Distributing Service is bookkeeping advice. Maybe you need a *new* system. Maybe you never had *any* system. Bring your problems to us — whether bookkeeping, tax-headaches, finance questions, collection or route troubles. We don't claim to know everything—but, we *have* been able to help some of the boys and we will certainly *try* to help *you!*

Of course if it pertains to anything Wurlitzer, that's just second nature to us. Drop into our nearest office — we'd like to see you and serve you any time.

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We Have Them In Stock!

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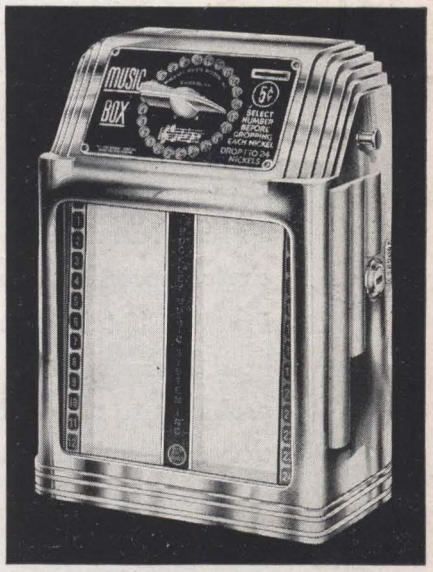

GENERAL MUSIC CO. IS STILL THE HEADQUARTERS FOR THE SALE OF ROUTES. TWO MORE WELL-KNOWN OPERATORS SOLD THEIR ROUTES THROUGH GENERAL MUSIC CO. THIS MONTH.

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